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BROADCASTING
TELECASTING

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DETROIT

You don't need

BIG MONEY

in Baltimore

Not when you can buy WITH! A *little* bit of money goes a long, long way on WITH. The reason is simple: WITH's rates are LOW . . . and WITH's audience is BIG. That combination gives you just what you're after—*low cost results!*

Take a tip from the local folks. Their advertising *must* pay off immediately. *And WITH regularly carries the advertising of more than twice as many retail merchants as any other station in town!* Get the whole WITH story from your Forjoe man today!

W-I-T-H IN BALTIMORE

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY

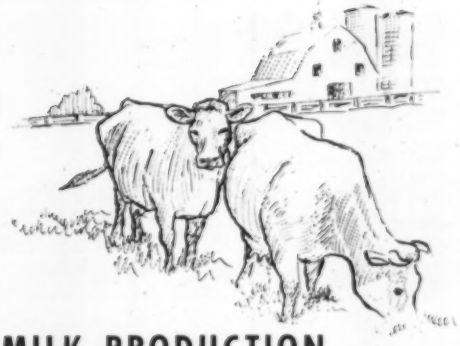
Go where there's GROWTH...

GO WHAS!

KENTUCKY FARMERS SET NEW RECORDS IN 1951!

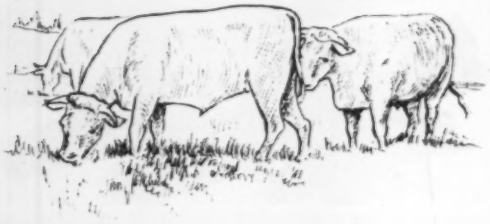
TOBACCO INCOME

up 24% over 1950 to $223,505,000!



MILK PRODUCTION

. . . tops 2 billion lbs. annually!



LIVESTOCK

. . . 3,917,000 head valued at $332,-769,000, up $25 Million over 1950!

(Increase of $25 million over 1950)

CORN PRODUCTION

. . . 78,810,000 bushels produced on 2,130,000 acres in 1950!

(86.5% of this corn was hybrid) Total yield 7.76% bushels per acre above average of the 16 Southern States.

U.S.D.A. 1951 figures

GO WHAS!

More folks listen to WHAS than to all other Kentuckiana stations combined; seven days a week, morning, afternoon and night.

WHAS Farm programs have an average listenership 329.3% GREATER than that of the next highest rated station! (BENSON & BENSON)
The Benson and Benson survey included the twenty-one cities in the WHAS-market as well as the vast Kentuckiana farm audience.
Practically everyone in Kentuckiana is interested in agriculture . . . and WHAS

THE WHAS MARKET
105 Kentucky counties
25 Indiana counties

CBS
WHAS
Louisville, Kentucky

ASSOCIATED WITH THE COURIER-JOURNAL—LOUISVILLE TIMES • VICTOR A. SHOLIS, Director • NEIL D. CLINE, Sales Director
Represented Nationally by Henry I. Christal Co., New York, Chicago

IT'S

DETROIT TIGER BASEBALL

AS

USUAL

ON

WKMH

1310 ON THE DIAL 5000w DAYS — 1000w NIGHTS

FOR

METROPOLITAN DETROIT LISTENERS

SPORTS · NEWS · MUSIC

THAT'S THE FORMAT FOR THIS GREAT MARKET

AND FOR

WKMH

CALL YOUR **HEADLEY-REED MAN** FOR COMPLETE DETAILS

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

FUN for FUNDS

for Crippled Children

The Annual Shrine Circus, under the sponsorship of Zembo Temple, Harrisburg, opened at the Pennsylvania State Farm Arena on April 21st. Attending the show, a throng of seven thousand, and, WGAL-TV's cameramen to lend support to this worthy cause.

But, WGAL-TV's aid had begun before this. In a half-hour show, Saturday night preceding circus week, Shrine officials appeared before WGAL-TV camera to tell viewers how 6,000 orphaned and underprivileged children would be entertained during circus week — and how crippled children's hospitals would benefit financially from the proceeds.

WGAL-TV is glad to have contributed to the outstanding success achieved by this year's Shrine Circus, is glad to have helped attract record-breaking crowds. Public service activities are a regular part of the WGAL-TV operation.

WGAL-TV

LANCASTER

PENNSYLVANIA

A Steinman Station

Clair R. McCollough, *Pres.*

Represented by

ROBERT MEEKER ASSOCIATES

New York **Chicago** **San Francisco** **Los Angeles**

at deadline

CLOSED CIRCUIT

NEW ROUND of radio network rate skirmishing may be resolved through establishment (on rate cards) of new rate discounts on purchase of contiguous periods, giving large daily strips buyers, like P & G, Lever and Miles Labs. substantial reductions which would not "penalize" them as big buyers. Base rates, under this procedure, wouldn't change, except for necessary and ordinary adjustments based on coverage.

WHILE DECISION won't be reached for couple of weeks, it's learned that Miles Labs. is inclined to renew all five of its present programs on same networks. Fortnight ago, Miles had top executives of all four networks at Elkhart, Ind., headquarters, to make pitches, and presumably to ascertain that rates are uniformly applicable.

TRADE TALK these days mainly involves talk of trades. Latest, lacking confirmation, is possible acquisition of WJR Detroit by NBC but with parlay that would involve all or part of WTAM-AM-TV Cleveland. These discussions, admittedly preliminary, presumably stem from intermittent negotiations for purchase of KMPC Los Angeles by NBC for million dollars, plus. Ascertained was fact that John F. Patt, president of Richards stations, and Robert O. Reynolds, vice president and general manager of KMPC, are increasing minority holdings in WGAR Cleveland and KMPC respectively, but with Richards family to retain 51% control. Richards stations, applicants for five TV outlets [B•T, May 5], also talking acquisitions of existing TV stations in their own right.

UPCOMING this week will be appointment of J. Leonard Reinsch to executive post with Democratic National Committee. Announcement expected from Chairman Frank McKinney in Chicago. An old hand at political radio-TV campaigning, Mr. Reinsch was radio director of DNC in 1944 Roosevelt campaign and afterward radio advisor to President Truman. It's presumed he will be on leave of absence basis from his post of managing director of Cox radio and TV stations (WSB-AM-FM-TV Atlanta; WIOD-AM-FM-Miami; WHIO-AM-FM-TV Dayton).

DUE OUT SOON: new, identical standards governing 10-second shared station-identification breaks, now in preparation by NBC-TV Spot Sales for eight stations it represents. New standards will eliminate present need to make separate strips for each station. Additionally, standards will specify that advertising copy on station breaks occupy no more than 87% and no less than 75% of screen.

WHILE General Mills yet hasn't disclosed its full list of stations on its "summer saturation campaign", word trickled through last week that it had signed all five Westinghouse radio stations—but at rate card. Campaign covers 19-week span, involving 1,000 announcements, with roughly $100,000 billing. Contract covers equitable distribution of spots among daytime,

(Continued on page 6)

PEDLAR & RYAN QUITS; CAMAY TO B & B

PEDLAR & RYAN, New York agency, to leave advertising business with its prize Procter & Gamble Camay soap account, estimated at $2.5 million annually, reported Friday as transferred to Benton & Bowles, starting Oct. 1. Action results from retirement "from the conduct of advertising" by Thomas L. L. Ryan, agency president, who was to announce his resignation today (Monday), also effective Oct. 1. Mr. Ryan's statement said he "resigned to all clients" and offered his congratulations "to all new agencies."

Future handling of other Pedlar & Ryan accounts was not known late Friday. These include Melville Shoe Corp. and Peck & Peck.

ALL BROADCAST STATIONS TO JOIN ELECTION DRIVE

NARTB to participate in three-ply "register and vote" campaign, as instructed at recent Chicago convention, President Harold E. Fellows announced Friday in naming John F. Patt, WJR Detroit, as chairman of special committee in charge of project.

American Heritage Foundation and Advertising Council are supporting project. NARTB will direct participation by 2,300 stations in program, which will include monthly material urging citizens to register, material for broadcasts encouraging citizens to inform themselves on candidates and issues, and nationwide saturation drive to encourage voters to go to polls.

Robert K. Richards, NARTB public affairs director, will coordinate NARTB activity at staff level, with John Archer Carter, radio-TV director, coordinating for AHF. In last 10 days of fall campaign all stations will be asked to broadcast minimum of ten get-out-the-vote announcements daily. All states to set up citizens celebrations, with state broadcaster associations taking part.

CAMPBELL RENEWS RADIO ADDS TV PROGRAMS

VOICING faith in radio's continued strength and impressed with daytime TV's growth, Campbell Soup Co. announced Friday it is renewing its network radio and TV programs and adding three half-hours of daytime TV in fall expansion of broadcast advertising.

Spokesman said company would sponsor three half-hours weekly of TV version of *Double or Nothing* on CBS-TV, while continuing sponsorship of quarter-hour *Club 15* three nights weekly on CBS-TV, half-hour *Double or Nothing* five days weekly in NBC radio, and half-hour *Aldrich Family* weekly on NBC-TV. Final decision on renewals had not been expected for another 10 days (see story, page 23).

Campbell spokesman said "our renewals of evening and daytime radio, with plans to continue sponsorship of *Club 15* and *Double or Nothing*, are evidence of our conviction that radio continues as a potent and profitable purchase. It certainly reaches many markets and many homes we cannot touch on television." Expansion into daytime TV decided upon, it was said, because company is "impressed" with daytime TV's growth and development.

BUSINESS BRIEFLY

NEW CPP PRODUCT ● Colgate-Palmolive-Peet planning to put large advertising budget behind newest product, toothpaste with chlorophyl. Radio and TV spots most likely will be used. Test campaigns being prepared. Agency, Sherman & Marquette, N. Y.

SPOT CAMPAIGN ● General Foods, N. Y. (Jello-O), planning 11-week spot radio campaign in several West Coast markets. Agency, Young & Rubicam, N. Y.

REGENT ON RADIO ● Regent Cigarettes, N. Y., in addition to participating sponsorship in NBC-TV's *Today* three times weekly, is contemplating sponsorship of weekly half-hour radio network show. Agency, Hilton & Riggio, N. Y.

TENDER LEAF TEA ● Standard Brands, N. Y. (Tender Leaf iced tea), preparing radio spot campaign to be launched June 1, using daytime minutes. Contracts are said to be on 52-week basis. Agency, Compton Adv., N. Y.

PICK UP OPTION ● American Cigarette & Cigar Co., N. Y. (Pall Mall Cigarettes), has picked up first option on CBS-TV 7:45-8 p.m. period, Tuesdays and Thursdays, which is being dropped along with show *Stork Club* by Liggett & Myers (Fatima cigarettes). SSC&B, N. Y., is agency for Pall Mall.

FIVE-WEEK CAMPAIGN ● Bristol-Myers Co., N. Y. (Mum deodorant), effective June 1 is placing five-week campaign in various

(Continued on page 106)

CHICAGO BAR OPPOSES LEGISLATIVE PROBE TV

CHICAGO BAR ASSN. Thursday opposed telecasting hearings conducted by legislative investigative groups, saying such telecasts (1) "violate our traditional concepts concerning procedings which inquire into an individual's conduct and character," (2) there is and can be no guarantee that telecasting will be continuous enough to give both sides of the matter and (3) there is a tendency for such telecasts to undercut the privilege against self-incrimination. Lawyers in group agreed it was unjust to inquire about guilt or innocence before a national audience, and that legislative hearings are similar to grand jury inquiry, which are always conducted in secret.

CANNON RCA SECRETARY

JOHN Q. CANNON, assistant secretary of RCA for past year, Friday elected secretary of corporation. He succeeds Lewis MacConnach who retires after 29 years of continuous service (see story, page 26). Native of Salt Lake City, Mr. Cannon joined RCA in 1945 as attorney in Victor Div. Had served successively in government as business specialist of Bureau of Standards, chief law officer of U. S. Civil Service Commission and director of personnel of Securities & Exchange Commission.

for more AT DEADLINE turn page

at deadline

CALVIN J. SMITH ELECTED PRESIDENT OF SCBA

CALVIN J. SMITH, president-general manager of KFAC Los Angeles, unanimously elected president of Southern California Broadcasters Assn., succeeding Austin E. Joscelyn, CBS Hollywood operations director, who continues as SCBA board member.

J. Frank Burke Jr., co-owner of KFVD Los Angeles, named vice president. Thelma Kitcher, general manager of KGFJ Hollywood, named secretary-treasurer. New board members are Robert J. McAndrews, commercial manager of KBIG Avalon; William J. Beaton, vice president-general manager, KWKW Pasadena; Robert O. Reynolds, vice president-general manager, KMPC Hollywood.

WKVM CHANGE OF FREQUENCY

PERMISSION to change to 810 kc was granted by FCC Friday to WKVM San Juan, P.R. Station at present has CP for 1070 kc, with 25 kw, DA. At same time, FCC denied petition of WGY Schenectady that WKVM's application be designated in same hearing with General Electric station, ABC's KGO San Francisco and WDAE Tampa, Fla. That case involves request of KGO to make changes in its directional arrays, which would require WGY to go directional. Both are on 810 kc. WDAE is involved through its application to change from 1250 kc with 5 kw to 810 kc with 10 kw, DA. Grant of WKVM's modification of CP was conditioned on it accepting any interference from WDAE or WGY which might result from the KGO-WGY-WDAE case.

FCC RADIO PLAN FAVORED

COMMENTS in favor of FCC's proposal to set up two processing lines for AM applicants in order to give preference to those communities without broadcast service [B•T, April 28, 21] have been received at FCC. Deadline for comments is today. One suggestion, made by Washington law firm of Bingham, Collins, Porter & Kistler, was that Line I processing be arranged so that simultaneous consideration be given to applicants for same city—so applicant who filed earlier won't get grant first, put other applicant into Line II "freezer." Approvals were on file from Southeastern Arkansas Broadcasters Inc., Dermott, Ark.; Benton Broadcasting Service, El Dorado, Ark.; Knox Broadcasting Co., Rockland, Me.

ABC GROSS UP

ABC had gross sales, less discounts, returns and allowances, of $16,489,121 for first quarter of 1952, as compared with gross for comparable 1951 period of $14,560,345, report showed Friday. Network also reported additional $500,000 loan at 3.25% under agreement with bankers' trust which permits drawing of $3,800,000. As of April 30 ABC had drawn total of $2½ million under that agreement, including $500,000 borrowed in March.

COURT BARS STANDBY

THEATRE not required to hire standby musicians when it brings in "name" orchestra on tour, Judge Charles C. Simons ruled Friday in Sixth U. S. Circuit Court of Appeals in Cincinnati. Decision reversed ruling by National Labor Relations Board, holding practice in violation of Taft-Hartley Act. Case originated in Palace Theatre, Akron, where AFM Local 24 had refused to allow bands on tour to play unless theatre hired local standby orchestra.

In this Issue—

Removal of credit controls on sales of durable goods may be handsome windfall for radio and television. Manufacturers, distributors and retailers are expected to increase advertising budgets to push durables that have been moving slowly because of restrictions on time payments. *Page 23.*

Rumors of impending radio network rate reductions are flying as under-the-table deals with advertisers continue. One such deal involves General Tire, majority stockholder of MBS, as sponsor that wants bargain. *Page 23.*

Auto makers are in high gear in summer advertising drives on radio and television. *Page 25.*

Talent agencies have struck gold in television, which has created most consistent demand for talent in entertainment history. Here's full story of how ten-percenters are getting rich. *Page 72.*

Don't be surprised or disappointed if law suits hold up television thaw. Arthur Scharfeld, president of Federal Communications Bar Assn., thinks Sixth Report and Order is full of weaknesses and that court action against it is almost inevitable. *Page 74.*

A new bill is introduced to give broadcasters relief from headaches they get in carrying political speeches. This one would modify existing laws to let broadcasters censor libelous material out of such broadcasts. *Page 25.*

Tapping farmer's pocketbook is like tapping U. S. mint. He's last capitalist left, says Robert E. Dunville, president of Crosley Broadcasting Co., and he's radio's best prospect. *Page 29.*

Legislation is introduced by Sen. Ed Johnson to give Secretary of Commerce blanket power to remove or prohibit construction of any radio or television tower he considered hazardous to flying. Tall tower issue is getting more controversial every moment. *Page 73.*

National Collegiate Athletic Assn. announces third study of influence of TV on football gate. Though study is full of contradictions, NCAA swears it means that TV is murder for ticket sales. *Page 74.*

Relaxation of government's ban against color television manufacturing may come within week, but it won't mean color will suddenly come to life. At best, it will permit only trickle of color equipment. *Page 71.*

Upcoming

May 12-13: NBC radio workshop, Hollywood.

May 13: Advertising Club of New York, annual meeting, New York.

May 14: Public hearing on nomination of Rosel H. Hyde, Room G-16, U. S. Capitol.

May 15-17: Canadian Broadcasting Corp. Board of Governors, Chateau Frontenac Hotel, Quebec.

(BAB, BMI Clinics and Other Upcomings page 38)

Closed Circuit

(Continued from page 5)

nighttime, floating schedule and station bre... This combination schedule, on rate card, w... out to roughly 50% of one-time rate.

GENERAL MILLS understood to be nego... ing with ABC radio network for its *H... of All Churches*, currently running in ... radio markets and placed on station-to-sta... basis. If network gets show, renewals on ... tions will not be forthcoming. Definite w... expected next week. Dancer - Fitzger... Sample, N. Y., is agency.

REP. MIKE MANSFIELD (D-Mont.) is ... no hurry to place bill in House hopper ... prohibit so-called double charging for poli... talks by stations [B•T, April 14]. Apparen... he's hoping threat of legislation will f... broadcaster surveillance. He was impre... with his December 1950 success in prod... NARTB to warn member stations on alle... charging beyond card rates. His present p... is to hold off for some weeks.

IN TEMPO WITH TV and radio programm... co-ordination, consideration is being given ... both national political committees to 12 m... convening of conventions in Chicago in J... This would coincide with hour Congress c... venes and would give committees opportunit... to perform their "smoke-filled room" conclav... prior to noon. Thought is that sessions ou... be held from noon to 3 or 4 p.m., with ni... sessions starting at 9. This would mean m... mum of interference with programs during ... hours.

CARL HAVERLIN, president of Broadc... Music Inc. and a Lincoln student, author ... one-time shot on Lincoln's Presidential el... tion year to be telecast May 18 on Sloan Fou... dation's *American Inventory* via NBC. Pr... duced by Walter Schwimmer Productions, C... cago, show to serve as showcase for project ... weekly half-hour live video series from C... cago. Mr. Haverlin wrote original ra... scripts, packaged by Mr. Schwimmer, eig... years ago and sold then as network featu... to National Assn. of Small Businessmen.

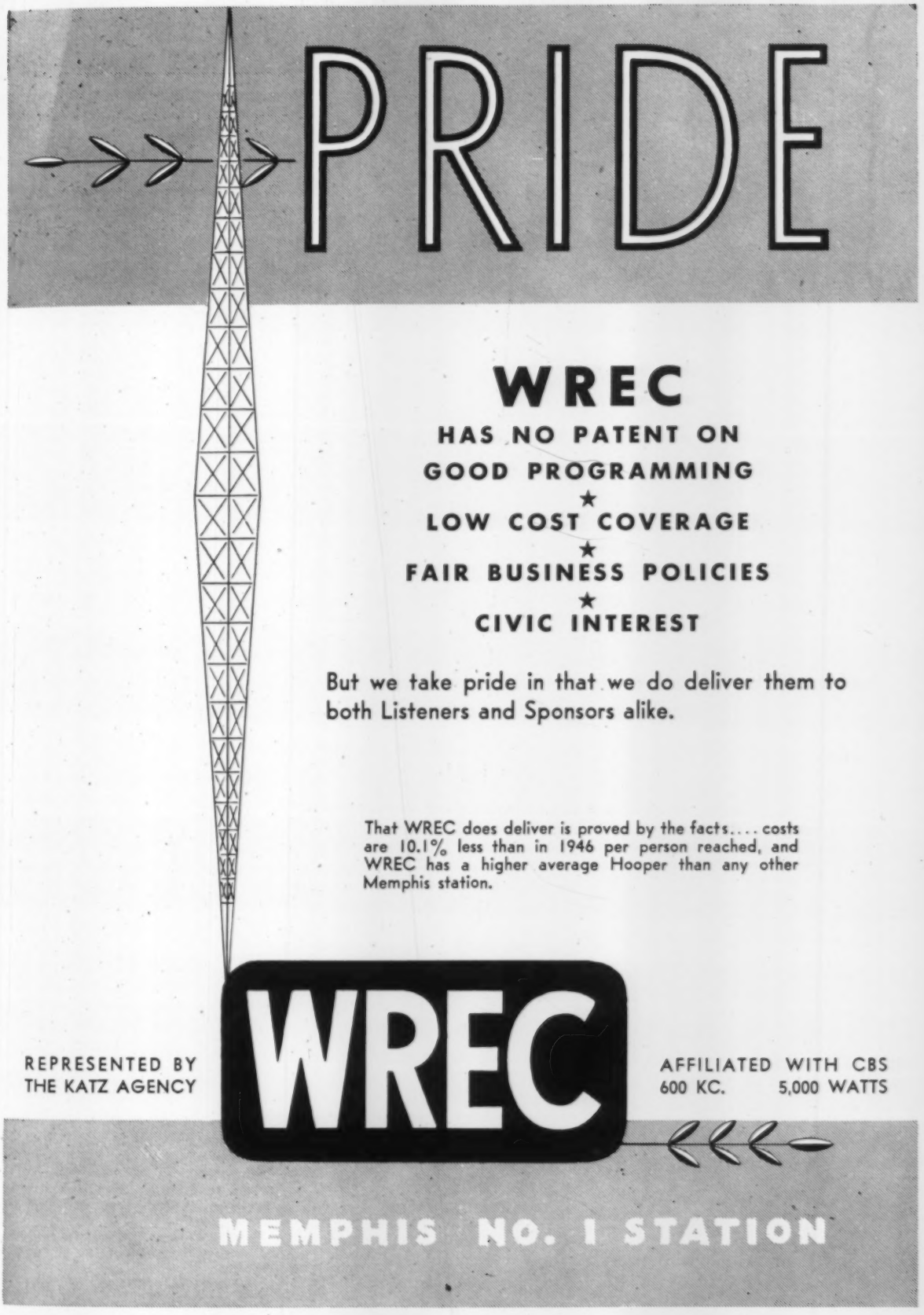
THEY'RE ALREADY talking impendi... shortage of trained personnel for TV stati... operation, what with licensing of new station... upcoming following freeze-end July 1. Pr... spective applicants, notably those without rad... operations, report difficulty in finding exper... enced people to assist in application prepara... tion and planning. Consequently it's felt tha... there will be more job opportunities develo... ing, both in television and for their replac... ment in radio, than at any time since excruciat... ing World War II shortages.

DuPONT RADIO-TV AWARDS TO BE ANNOUNCED MAY 17

ANNUAL awards of Alfred I. DuPont... Foundation for outstanding radio-TV public... service to be announced May 17 at banquet in ... Mayflower Hotel, Washington. FCC Chair... man Paul A. Walker to be guest along with ... Mrs. Jesse Ball DuPont, founder of awards... in 1942; O. W. Riegel, foundation curator, and ... Dr. Francis P. Gaines, president of Washing... ton & Lee U., administrating awards.

Plaques and $1,000 awards to be given large... radio or TV station, small radio station and ... news commentator. Money may be used to ... establish scholarships or fellowships for ad... vanced study by young people at approved ... American institutions. Other stations to re... ceive special commendation.

for more AT DEADLINE see page 106


PRIDE
WREC
HAS NO PATENT ON
GOOD PROGRAMMING
★
LOW COST COVERAGE
★
FAIR BUSINESS POLICIES
★
CIVIC INTEREST
But we take pride in that we do deliver them to both Listeners and Sponsors alike.
That WREC does deliver is proved by the facts.... costs are 10.1% less than in 1946 per person reached, and WREC has a higher average Hooper than any other Memphis station.
REPRESENTED BY
THE KATZ AGENCY
WREC
AFFILIATED WITH CBS
600 KC. 5,000 WATTS
MEMPHIS NO. 1 STATION

1 will get 2 you with West Virginia's "personality package!"

In West Virginia, one order buys two powerful, sales producing stations at a combination rate that is about the same as you would pay for any single comparable station in either locality! This means twice the impact in a lush industrial market that spends $500,000,000 annually. Write for details about WKNA-WJLS today!

the personality stations

WKNA
WKNA-FM
CHARLESTON—950 KC
5000 W DAY • 1000 W NIGHT
ABC Radio Network Affiliate

WJLS
WJLS-FM
BECKLEY—560 KC
1000 W DAY • 500 W NIGHT
CBS Radio Network Affiliate

Joe L. Smith, Jr., Incorporated
Represented nationally by WEED & CO.

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IN THIS BROADCASTING . . .

Agency Beat	16
Aircasters	62
Allied Arts	93
Editorial	56
FCC Actions	98
FCC Roundup	103
Feature of Week	16
Film Report	88
Front Office	60
In Public Interest	102
Milestones	92
New Business	18
On All Accounts	16
Open Mike	12
Our Respects to	56
Programs, Promotion, Premiums	96
Strictly Business	16
Telestatus	76
Upcoming	38

TELECASTING Starts on page 69

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TORONTO: 417 Harbour Commission, *EMpire 4-0775* James Montagnes.

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Annual subscription including BROADCASTING Yearbook (53rd issue) $9.00, or TELECASTING Yearbook (54th issue) $9.00.

Annual subscription to BROADCASTING • TELECASTING including 54 issues $11.00.

Add $1.00 per year for Canadian and foreign postage. Regular issue 35¢ per copy; 53rd and 54th issues $5.00 per copy.

Address Change: Please advise promptly, giving both old and new addresses, to maintain uninterrupted delivery.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

•Reg. U. S. Patent Office

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ASSOCIATION OF AMERICAN RAILROADS
TRANSPORTATION BUILDING
WASHINGTON 6, D. C.

WILLIAM T. FARICY
PRESIDENT

May 8, 1952

To the PRESS and RADIO:

Subject: ABOUT THOSE "TWELVE" INCREASES IN RAILROAD FREIGHT RATES

To meet increases in railroad operating costs which have been accumulating since 1949, the Interstate Commerce Commission on April 11 authorized an increase in freight rates estimated to average about 6.8 per cent above the rates then in effect and about 13.8 per cent above the rate levels of 1949.

This increase has been described as the twelfth since the end of World War II, but eight of the twelve have been interim increases, subsequently absorbed into, and made a part of, four basic decisions.

Whether described as twelve increases, or four, all of them put together have raised the level of railroad rates above pre-war levels by only a little more than one-half the percentage by which the major elements of the cost of producing rail transportation -- wages and fuel and materials prices -- have gone up in the same period.

And the average revenue the railroads receive for performing a unit of service -- moving a ton of freight one mile -- has gone up since before the war only about one-third as much as the average increase in prices generally.

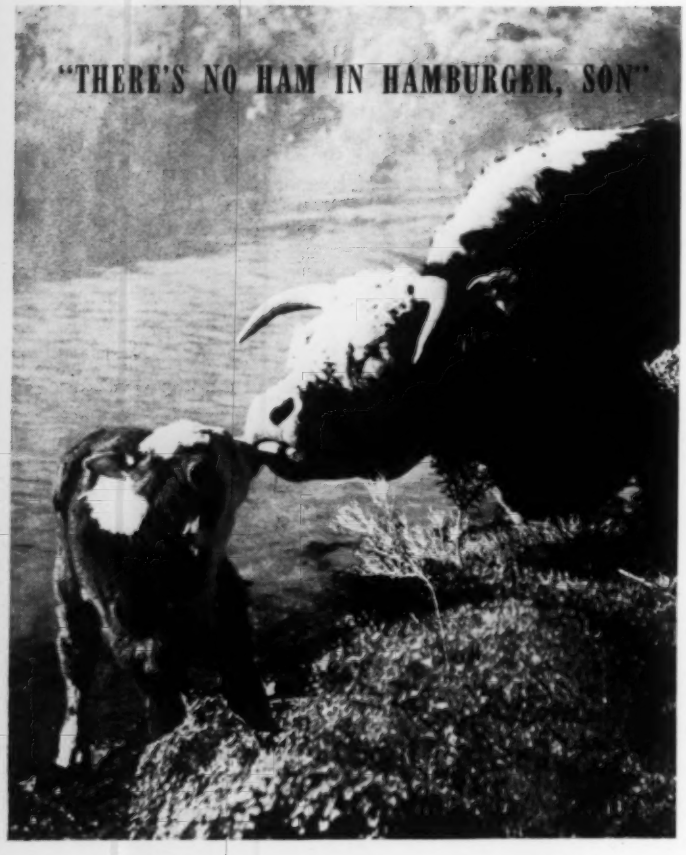
Railroad freight rates today -- even after the latest increase -- are a smaller proportion of the cost of most things people buy than they were before the war, and total railroad freight charges are such a small part, on the average, of the cost of producing and distributing most goods that changes in freight rates, either up or down, are not enough to have material effect on retail prices.

Even if all freight rate increases authorized since 1949 -- including the one of April 11 -- were reflected in full in the prices the public pays for goods, the total increase in prices would be something less than one-half of one cent out of each dollar spent -- and that includes the increases in rates on raw materials and everything else that goes into the finished products, as well as in the rates on the products themselves.

The significant thing about the increase in freight rates recently granted is that railroad revenues will be brought more nearly in line with increases in the cost of producing transportation -- so that railroads will be better able to serve the public and to meet the requirements of agriculture, commerce and industry, and the demands of national defense.

Sincerely yours,

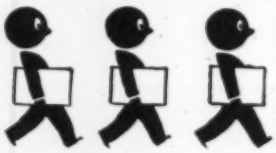
William T. Faricy



Junior's too young to worry much about sharing a platter with french fries and onions. Mother is hopeful he'll escape his predestination and get a job posing for Borden ads, but chances are next time you see Junior in print it'll be on a menu.

Radio can be like that. You hopefully buck destiny by placing a schedule on a lightweight peanut-whistle and the results are hamburger instead of Chateaubriand. Avoid that error in Oklahoma City by going first class . . . buy KOMA, the only 50 kw CBS outlet in the state . . . the *merchandising minded* station in Oklahoma City

KOMA *Avery-Knodel, INC.*
RADIO STATION REPRESENTATIVE
50,000 WATTS • CBS RADIO
J. J. BERNARD *Vice-President and General Manager*



agency

FRED E. SPENCE, president, Grant Adv., Toronto, transfers to agency's New York office as vice president in international division. He is succeeded in Toronto by **JOE WREN.**

ROBERT C. WARREN, account executive, Edward S. Kellogg Co., L. A., named vice president.

JOHN O. RAMSEY, vice president, Martin R. Klitten Co., L. A., to Ruthrauff & Ryan, Hollywood, as account executive.

RUTHRAUFF & RYAN transfers assets and liabilities of Mexico City office to newly organized Dillon - Huymans - Rincon Gallardo agency. Latter firm is headed by **LUIS G. DILLON**, former executive vice president, Foote, Cone & Belding International; **EDGAR HUYMANS**, former general manager of R & R office, Mexico City, and **FERNANDO RINCON GALLARDO**, former FCBI regional director for Brazil and Mexico.

LAMBERT B. BEEUWKES resigns as general manager of WHEE Boston to enter advertising field in Philadelphia.

SCOTT ROBINSON, International Nickel Co., to G. M. Basford Co., N. Y., as account executive.

on all accounts

"I ACTUALLY welcome the kind of campaign that other agency men would hate to stick their neck out on," says Al Charles, account executive for Washington's Kal, Ehrlich & Merrick Adv. Inc.

"I mean the kind of a campaign where immediate results are wanted; the kind where your clients want the telephone to start ringing as soon as the announcement is over," Mr. Charles explained.

"It's a game with me," he added. "Each account has its own advertising problems. I welcome the tough ones because if it clicks through my ingenuity, I have a real sense of accomplishment."

Apparently advertisers have noticed Mr. Charles' good batting average because he now has 25 active accounts for which he places about $500,000 a year.

Radio is paid high compliment in the way Mr. Charles selects his advertising vehicle. He estimates that about 90% of his placements go to radio, with the remaining 10% divided equally between television and printed media.

"I have the advantage of choosing my media," Mr. Charles explained. "And, in all modesty, I can say that I know more about local radio than any other man in the country. A lot of people don't know how to use radio."

What would you say are basic rules for a successful radio campaign? a reporter queried.

Mr. Charles flicked the ashes from a cigarette, and reflected a moment.

"Well, first, domination. By that I mean get on all the stations. Second, try to sell only one idea at a time. Third, repetition."

Mr. CHARLES

Then speaking generally, and not for radio specifically, Mr. Charles said that gimmicks were invaluable and that when he has a piece of copy that clicks, he doesn't change it. He said that he once used the same copy for two years.

Speaking of copy, Mr. Charles said that there is a value in having copy so poor that listeners get sick and tired of hearing it. He explained further:

"If you hit the nail on the head with a catchy commercial, the whole country is talking about it. If your copy is purposely so poor that listeners can't stand it, they talk about that kind of a commercial too. If, however, you're in between, it doesn't make much of an impression at all. I try to

(Continued on page 64)

beat

HERBERT CLAASSEN, timebuyer, Ruthrauff & Ryan, N. Y., named manager of spot radio-TV timebuying.

CHRIS ALBERTS, free lance writer, joins John H. Riordan Co., L. A., as junior copy writer.

ALLAN H. KELLY, formerly with BBDO, N. Y., and **ANDREW P. SAYLES**, Kenyon & Eckhardt, to copy department of Geyer, Newell & Ganger, same city.

HAROLD P. SCHEINKOPF, market analyst, A. Asch Inc., named research manager of James Thomas Chirung Co., Boston, Mass.

Mr. Scheinkopf

ELIZABETH L. ROBINSON, director of advertising and sales promotion, Helene Rubinstein Inc., N. Y., to Ruthrauff & Ryan, same city, as account executive.

BRISACHER, WHEELER & STAFF have temporarily discontinued Hollywood office.

BILL DOYLE, Newell & Ganger, N. Y., to D'Arcy Adv., that city, as radio-TV writer.

DAVID MATHEWS, writer-producer, American Film Producers, N. Y., to Ruthrauff & Ryan, Hollywood, as supervisor of TV films.

ROBERT A. NAUSER, assistant to advertising manager of RCA Victor home instrument dept., Camden, N. J., to executive staff, Roy S. Durstine, N. Y.

MONTE J. CURRY, co-partner, Curry-Rissley, N. Y. (art director services), to Rockett-Lauritzen, L. A., as art director and account executive.

DUDLEY L. LOGAN Adv., L. A., moved to 304 S. Ardmore Ave. Telephone is Dunkirk 2-8471.

HERBERT W. WARDEN, who recently completed 17 months as reserve officer on active duty in U. S. Marine Corps has rejoined Hewitt, Ogilvy, Benson & Mather Inc., N. Y., as account executive.

REMUS HARRIS, Doherty, Clifford & Shenfield, N. Y., to Biow Co., that city, as account supervisor.

JACK HADEN, copy writer, Pott, Turnbull & Co., Kansas City, to Richard B. Atchison Adv., L. A., as production supervisor. **VIRGINIA COOK**, secretary, KFMB-TV San Diego, Calif., joins agency as copy writer.

DAVID MATHEWS, producer, Universal-International, Hollywood, to Ruthrauff & Ryan, that city, as executive TV film producer on *Big Town* and all West Coast filming of agency's TV commercials.

Mr. Mathews

GERALD M. SCHAFLANDER, Kaiser-Frazer Sales Corp., N. Y., to Geyer, Newell & Ganger, that city, in sales promotion and merchandising staff. **VIRGINIA L. GRIMES**, public relations director, Toy Guidance Council, joins agency's public relations department.

DON BLAUHUT, radio-TV director, Peck Adv., N. Y., to Emil Mogul Co., same city, in same capacity.

JOHN T. SKELLY, *Wall Street Journal*, N. Y., to Doremus & Co., Phila.

BRUCE HOLTS and **ROBERT E. CODY**, technical writers, O'Keefe & Merritt Co., L. A., to Anderson-McConnell Adv., that city, technical publications staff, as editorial supervisor and handbooks' supervisory editor respectively.

DWAIN ESPER, assistant sports director, KLAC Hollywood, to Walter McCreery Inc., Beverly Hills, as promotion director.

TED BERRIEN, production supervisor, Ruthrauff & Ryan, Hollywood, father of girl, Barbara.

Obviously OUTSTANDING...

38 OUT OF 40

Rated Daytime Quarter Hours

OVER

40%*

Share of Audience

WMBD Dominates the Rich Peoriarea Market

In 38 out of 40 daytime quarter hours, 8 A.M. to 6 P.M.

Monday through Friday, WMBD's share of audience is more than 40% ... AND in

SIXTEEN of those 40 quarter hours WMBD's Share of Audience is greater than 60%.

Proof again that WMBD DOMINATES the Peoriarea!

*C. E. HOOPER Fall-Winter Report October '51-February '52

See Free & Peters ...

AM WMBD FM

FIRST in the Heart of Illinois

PEORIA

CBS Radio Network

5000 Watts

open mike

All That's Asked

EDITOR:

. . . BROADCASTING • TELECASTING has always kept up to date with the industry and what else could you ask for.

Andy Potter
Radio-TV Director
Calkins & Holden, Carlock, McClinton & Smith
Los Angeles

* * *

Hal, Bill and Coo

EDITOR:

Several broadcasters have asked me what I thought of NARTB and BAB.

We now have in Harold Fellows and Bill Ryan "two of our own." They started in radio at the beginning. They grew with the industry. As former station managers, they know what it means to have strong and able leadership in our national organizations. They know our problems. They are practical in their achievements. . . .

If we as an industry don't get behind Hal and Bill and help them do the job, then we don't deserve a healthy NARTB and BAB.

I work with many stations throughout the United States. The confidence in NARTB and BAB is now at an all time high. . . .

Fred Palmer
The Fred A. Palmer Co.
Columbus, Ohio

Growing Pains

EDITOR:

The April 21 issue of BROADCASTING • TELECASTING carried a double page spread for KCBQ San Diego —"First In Audience In The Nation's Fastest Growing Major Market." We respectively take exception to this reference to San Diego as the nation's fastest growing major market.

According to the U. S. Census of 1950, the population of the San Antonio metropolitan area showed an increase of 60.25% during the decade from 1940 to 1950. The San Diego metropolitan area showed an increase of 58.1% for the same period.

Furthermore, these figures do not include "on the post" military personnel for San Antonio's [illegible] major military installations.

There is nothing better than first—and San Antonio is FIRST.

Howard W. Davis
General Manager
KMAC, KISS (FM) San Antonio

* * *

Yes and No

EDITOR:

The letter of W. E. Bradford of KSST in your April 21 OPEN MIKE is very interesting. However, if you were looking for votes as to whether station listings should be marked that no P.I. business is accepted, please cast one very emphatic "no" vote.

Our waste baskets are pretty well loaded also with P.I. offers, but we have never had any problem in immediately distinguishing between a P.I. and a legitimate order. Evidence of the P.I. deal is usually available in the first sentence. Very little reading time is lost and they do make a nice hot blaze.

In our opinion, they should not even be given the status of having been voted upon as far as station listings are concerned.

G. P. Richards
General Manager
WHBL Sheboygan, Wis.

* * *

EDITOR:

. . . We heartily endorse Mr. Bradford's suggestions.

F. T. Wilson
Manager
KGNB New Braunfels, Tex.

* * *

Educated Educator

EDITOR:

The question of whether or not education can have a place in TV by joining forces with commercial broadcasters or by striking out on its own is a vital one.

I thought that you might be interested in the latest development in television at the U. of Omaha. . . . The university is cooperating with KMTV (TV) to present a course over TV for college credit. We hope that many people will decide to register. . . .

But the main point is not registration. The success of the course will not be determined by the number of registrants but simply by the fact that thousands of people will have the opportunity to see and hear education in action. . . .

Bruce A. Linton
Head, Dept. of Speech, Radio and Theatre
U. of Omaha

Another
BLUE RIBBON ACHIEVEMENT
"For reporting and public service far beyond the call of duty." That is the achievement citation going to KFAB this month. The Missouri River Flood (worst in history) was the Midwest story of the Year. KFAB reporters, on water, land and in the air, operating 24 hour schedules, kept Midwest Empire listeners accurately and fully informed as the Big Muddy carried on its destruction. Achievements in reporting and programming are taken for granted by KFAB listeners. Achievements in results are taken for granted by KFAB advertisers. For information on how you can use the "Achievement Station," call Free & Peters or contact Harry Burke, General Manager.
THE MIDWEST-EMPIRE SERVED BEST BY KFAB
SO.DAK.
MINN.
NEBRASKA
IOWA
COLO.
KANSAS
THE MIDWEST-EMPIRE STATION
KFAB
OMAHA
CBS RADIO
THE BIG STATION WITH THE BIG SHOWS
FIRST PLACE

"Better turn off either the sink or the TV, honey!"

TV is wonderful in its place, but that *doesn't* include 66.1% of the *places* where Louisville families can and do listen to radio sets!

WAVE radio is heard via thousands of *extra* sets in kitchens, bedrooms, basements, dining rooms and automobiles — hence can make *1000 impressions for you, for only 37¢!*

Check with Free & Peters!

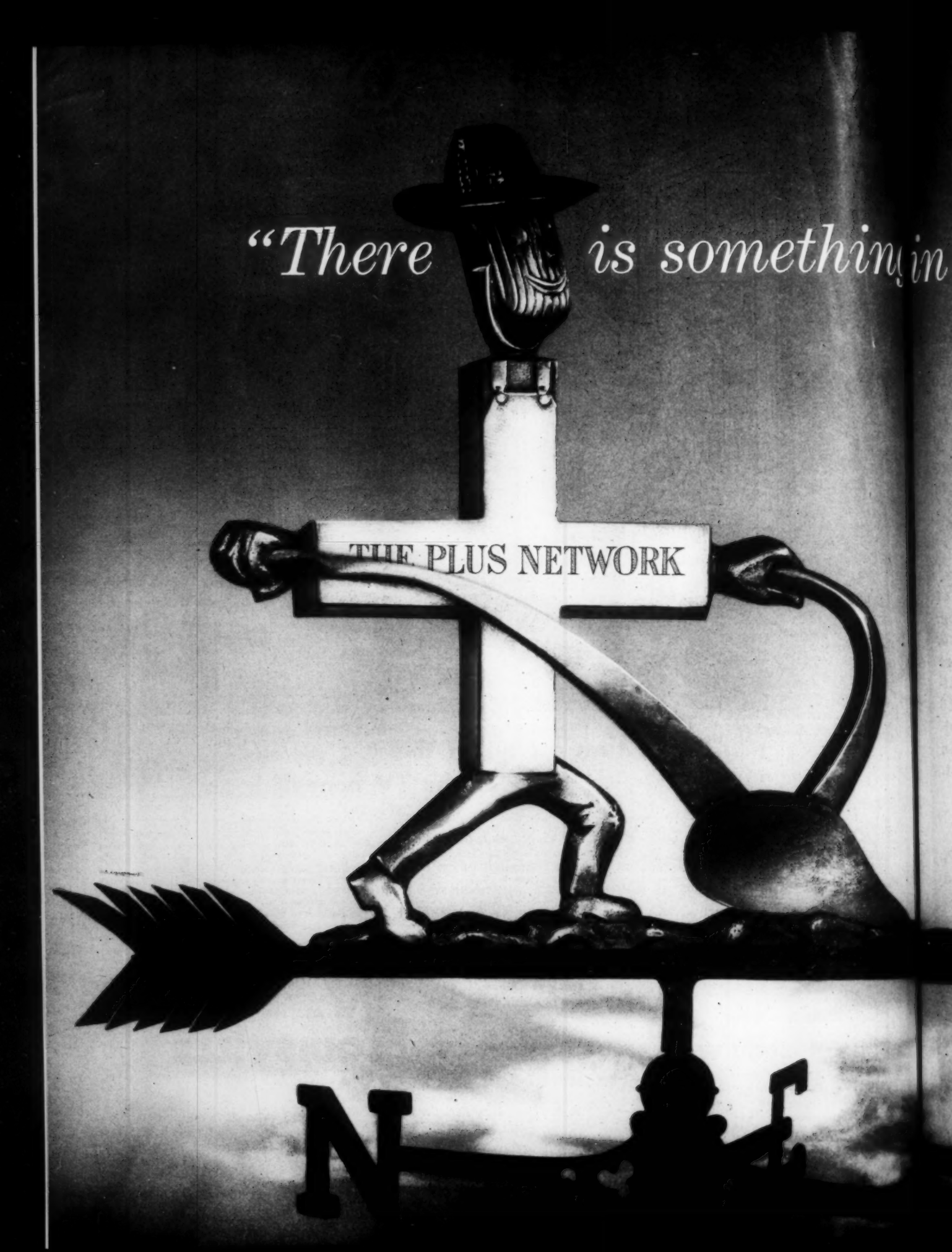
Facts above are from scientific, authoritative survey made by Dr. Raymond A. Kemper (head of the Psychological Services Center, University of Louisville) in WAVE area, July, 1951.

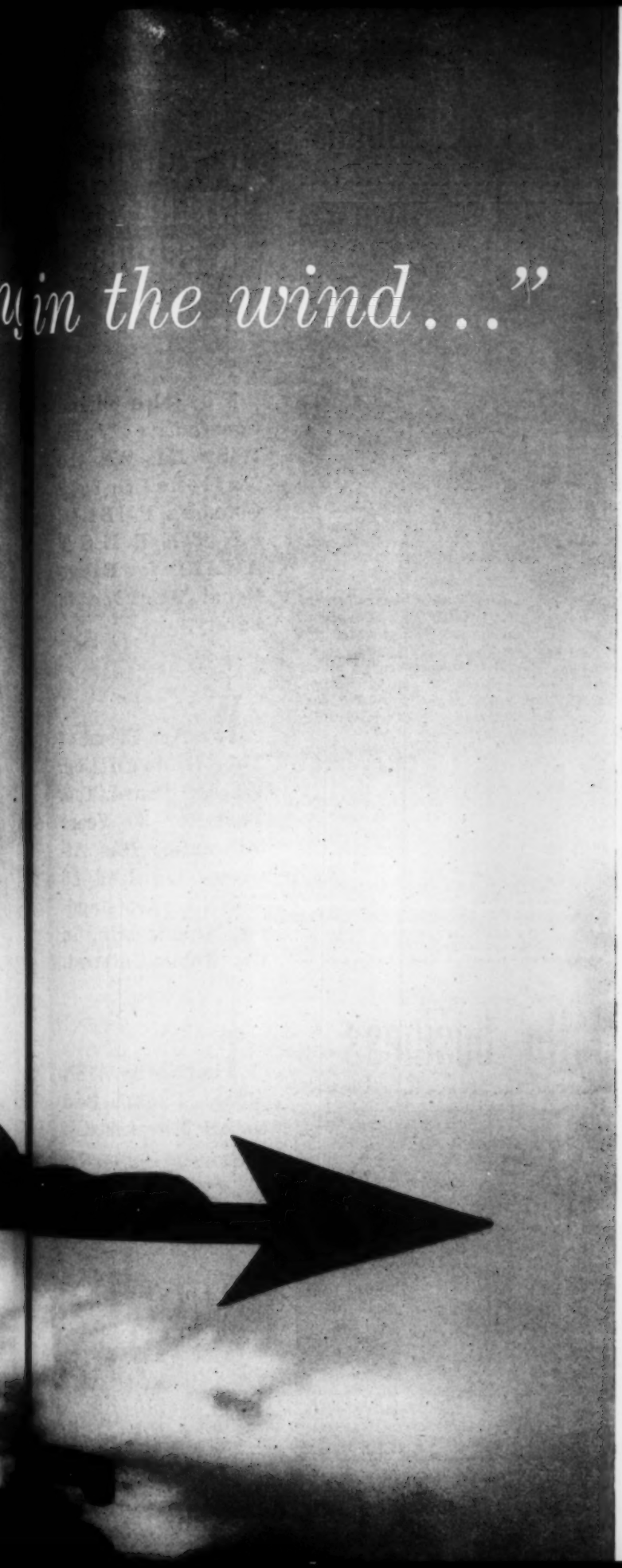
WAVE

LOUISVILLE

5000 WATTS • NBC •

Free & Peters, Inc., *Exclusive National Representatives*


"There is something in
THE PLUS NETWORK



All prevailing trade winds point straight to the Plus Network...

Mutual is the one radio network with a plus in client billings. After the only full-year gain in the industry ('51 over '50), Mutual Network time sales for the first quarter of '52 are 11% ahead of '51.

Mutual is the one radio network with a plus in share of audience. Latest Nielsen data reveal the only increased share in the industry: Jan.'52 is 13% ahead of Jan.'51.

Mutual is the one radio network with a plus in station facilities. Our 12-year pattern of "the most stations in the most markets" now inspires imitative efforts by all other networks.

All prevailing trade winds point straight to the Plus Network... where the most sales-productive fields in all U.S. advertising await *your* plowshare—and where the *lowest costs* prevail, too.

the* MUTUAL *network of 550 affiliated stations east, west, north, south

OVER
1,000,000
PER DAY

WRC audience surveys mean something more than passive listeners. Daily and Sunday "circulation" is also measured in terms of results over the counter for advertisers.

Morning, noon and night, Washington area people tune to the continuing editions of WRC-NBC. Combined total listening goes well over nine digits . . . a tremendous audience for your commercial message.

The entire WRC schedule represents a range of programming to fit any sales requirement.

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON
WRC
5,000 Watts • 980 KC

Represented by NBC Spot Sales

feature of the week

Seeing the 70,000 baby-chick passengers safely on plane bound for Austria are (l to r) Walter Bishop, Agriculture Co. of Pan America, Mr. Morency, John Christensen, state commissioner of farms and markets, representing Gov. Lodge, and Mr. Atwood.

* * *

A CHANCE conversation between Paul W. Morency, vice president - general manager, WTIC Hartford, and A. J. Brundage, retired 4-H Club leader, initiated action which resulted in a gift of 3,000 baby chicks from Connecticut 4-H Club members to Austrian 4-H'ers.

This has resulted in a commercial order from the Austrian government for 200,000 chicks this year.

Mr. Morency happened to meet Mr. Brundage in the Hartford railroad station last year. They thought a gift of chicks to Austrian children would be a good idea. The idea was carried through by the Connecticut Poultry Assn. and 4-H Clubs. The good record made by the Connecticut chicks influenced the Austrian Ministry of Agriculture to place the large order this year.

It will take three cargo flights to carry the chicks to Europe. First flight, carrying 70,000 day-old chicks, took off from Bradley Field April 28.

Prior to the departure of the plane and its valuable cargo, Frank Atwood, farm director at WTIC, conducted a broadcast from Bradley Field. On the program, Mr. Morency declared "that helping the people of Austria to provide food for themselves is a splendid way to build good will between the two countries."

Present to witness the loading

(Continued on page 102)

strictly business

WILLIAM JAMES REILLY, Chicago manager of the Adam Young station representative firm, is a long-standing fan of two kinds of pitching, the radio sales and the baseball varities. Although his loyalty to the former has never been questioned during 15 years in the business, he scans a wary eye in the direction of the Chicago White Sox. On opening day, an Adam Young station manager whom he squired to the park was clouted in the head by a wayward pop-up. Radio, despite its hazards, is infinitely safer, Mr. Reilly concludes.

Manager of the Chicago office since 1948, he worked the 11 previous years for Weed & Co., another station representative firm, in Chicago. He covers essentially

(Continued on page 90)

Mr. REILLY

IF YOU'RE INTERESTED IN SERVICE...

For the Third Consecutive Year WISN Has Won the National Safety Council's PUBLIC INTEREST AWARD for Exceptional Service to Safety.

We Are Proud of This Recognition. We Are Proud, Too, That for 30 Years Milwaukee Has Always Looked to WISN for Outstanding Broadcasting in the Public Interest.

That's Why WISN Means Radio's Best to All Milwaukee.

IN MILWAUKEE THEY LIS'N TO
WISN CBS
5000 WATTS
Represented by KATZ Agency

on the ball for 16 years

COLOSSUS OF THE CAROLINAS

Speak of sports in the Carolinas and 3,000,000 listeners think of WBT's Lee Kirby. His 15-year record as play-by-play artist for Atlantic Refining Company ranks him with the nation's best. His WBT sportscast currently draws a 15.1 Pulse rating for a 59% share-of-audience. Two more significant examples of the pre-eminent power of WBT local personalities—and WBT itself.

WBT

CHARLOTTE, NORTH CAROLINA

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Radio Spot Sales

More advertisers use

WIBC exclusively than all other Indianapolis stations combined!

A recent survey* found 124 local and national advertisers convinced that WIBC—*alone*—can deliver the radio audience in the Indianapolis market. Here's why:

★ **WIBC's local programing and friendly interest in farm affairs have won the loyalty of Hoosier audiences.**

★ **WIBC personalities make continual personal appearances throughout the state, merchandising WIBC-advertised products.**

★ **WIBC's 50 KW coverage reaches all of Indiana, spills well over into neighboring states.**

From microphone to point of sale, WIBC is a potent selling force in Indiana. WIBC reaches the audience, moves the merchandise, gets the job done! See your John Blair man today!

* A survey of spot advertisers, conducted for WIBC in January, 1952.

JOHN BLAIR & CO.
National Representatives

WIBC 1070 KC
The Friendly Voice of Indiana

WIBC, Inc. • 30 West Washington Street • Indianapolis 6, Indiana

new business

Spot • • •

ARMSTRONG RUBBER Co., West Haven, Conn., sponsoring news programs on 100 stations coast-to-coast on multi-week frequency ba for Armstrong Rhino-Flex tires. Contracts are effective June Agency: Maxon Inc., N. Y.

RICHFIELD OIL Corp., L. A. (petroleum products), started 20-sec animated cartoon TV spot announcement campaign in five West Co markets, for 26 weeks from May 7. Stations are KNXT (TV), KLAC-T and KNBH (TV) Hollywood, KFMB-TV San Diego, KRON-TV S Francisco, KING-TV Seattle and KPHO-TV Phoenix. Agency: Hix & Jorgensen Inc., L. A.

NEW HOLLAND HAY MOWERS, New Holland, Pa., buying radio fa programs in Midwest starting May 12 for 13 weeks. Agency: J. Wal Thompson Co., N. Y.

WILCO Co., L. A. (Clearex window spray), started West Coast TV fa spot announcement campaign May 5 for 13 weeks on KTLA (TV), KNX (TV), KECA-TV and KNBH (TV) Hollywood; KPIX (TV), KRON-T and KGO-TV San Francisco, and KING-TV Seattle. Agency: Elwo J. Robinson & Co., L. A.

AUSTIN MOTOR Co. Ltd., Toronto (British cars), starts radio adver ing with spot announcement campaign on 26 Canadian stations. Agen Harold F. Stanfield Ltd., Toronto.

S. & W. FINE FOODS Inc., S. F. (coffee, canned food products), renew *Second Cup of Coffee Club* on 16 CBS Radio Pacific Network statio Mon., Wed., Fri., 7:45-8 a.m. PDT, for 52 weeks. Agency: Foote, Co & Belding, S. F.

GENERAL PETROLEUM Corp., L. A. (Mobilgas), sponsoring *500 Mi of History* on 26 CBS Radio Pacific and Mountain stations, Fri., 9-9: p.m. PDT, May 30 only. Program features highlights of Indianapo Memorial Day auto races. Agency: West-Marquis Inc., L. A.

Network • • •

GENERAL MOTORS Oldsmobile Div., Lansing, Mich., signs for *Peg Lee Show* on CBS Radio, Tues. and Thurs., 7:30-7:45 p.m. starting e of May. Agency: D. P. Brother & Co., Detroit.

QUAKER OATS Co., Chicago, renews Monday and Friday segment Kagron Corp.'s *Gabby Hayes Show* on NBC-TV, Mon. through Fri., 5:15 5:30 p.m. Agency: Sherman & Marquette, Chicago.

GENERAL FOODS to sponsor *Arthur Murray Party* for 13 weeks fro July 11, on CBS-TV, Fri., 8-8:30 p.m. EDT, as summer replacement fo *Mama*. Agency: Benton & Bowles, N. Y.

Agency Appointments • • •

C. A. MOSSO Co., Chicago, for Oil-O-Sol antiseptic, names Tim Morro Adv., same city. Radio is being used. **FRANK E. DUGGAN** is accou executive.

SAVINGS & LOAN ASSN. of SOUTH PHILADELPHIA names Bu ham Adv., Phila.

LORRAINE BURTON FOODS, Santa Monica, Calif. (Caesar sal dressing), and **MRS. CHAPMAN'S HOME FOOD PRODUCTS**, L. A (Woody's Bar-B-Cue products), name Jimmy Fritz & Assoc., Hollywood TV being used for former. Radio-TV will be used for latter.

EDWIN J. SCHOETTLE Co., Phila. (folding boxes), appoints Abner Gelula Assoc., that city.

GLADDING, McBEAN & Co., L. A. (mfrs. tile), names Hal Stebbin Inc., that city. TV is being used.

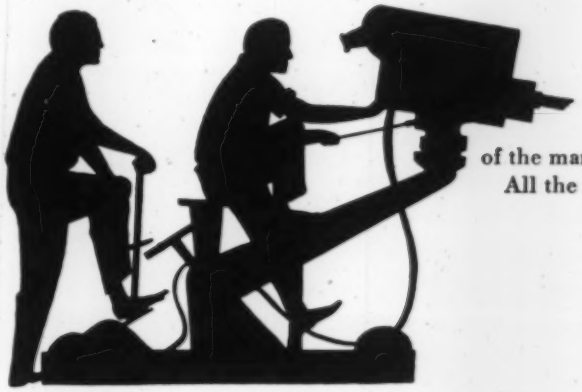
PIERCE INTERESTS, L. A. (Pierce Bros. Mortuaries, Pierce Insuran

(Continued on page 97)

YOU CAN GO "LIVE" with SPOT PROGRAM TELEVISION

Spotted across the country are certain *live*, station-produced TV shows with strong claims on any advertising budget. For product tests . . . for getting your feet wet in television . . . for solving localized sales problems — these shows can't be beat.

These station-produced programs come in all types and sizes: variety, drama, homemaker, juvenile, sports and news, participations, etc. Their names may or may not be familiar to you. Some have ratings that seem stratospheric; others have ratings considerably more earth-bound. But they all have one feature in common: **They sell their heads off for the sponsor.** For they're planned that way, by people who know the local audience best.



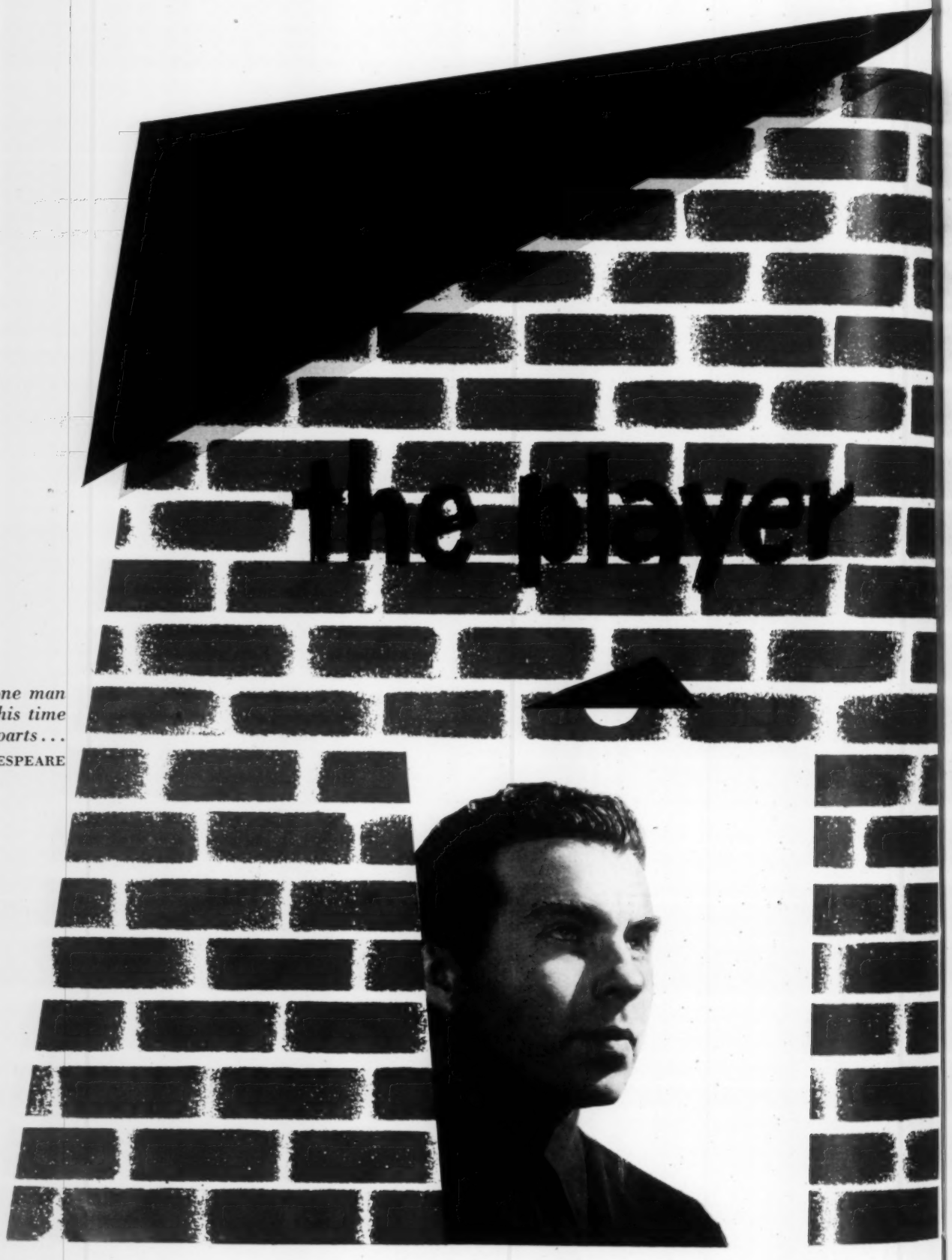
These local *live* shows are just one more facet of the many different advantages of Spot Program television. All the exciting opportunities in Spot Program advertising are detailed in a new Katz presentation. Your Katz representative will be pleased to arrange a convenient meeting to show it to advertising, selling, or agency executives.

YOU CAN DO BETTER WITH SPOT...MUCH BETTER

THE KATZ AGENCY, INC.

NATIONAL ADVERTISING REPRESENTATIVES

488 MADISON AVENUE · NEW YORK 22, NEW YORK · CHICAGO · DETROIT · LOS ANGELES · SAN FRANCISCO · ATLANTA · DALLAS · KANSAS CITY



...and one man
in his time
plays many parts...
—SHAKESPEARE

a new Capitol open-end dramatic show

starring **PAUL FREES,** *America's most versatile actor!*
15-minute transcribed dramas
easier to program! easier to sell!

THE PLAYER is a show you can sell! 15-minute dramatic programs—each one a complete fast-moving entertainment package with a *smash* surprise ending! Put THE PLAYER in a late afternoon slot or following the late-evening news—3 or 5 times a week.

THE PLAYER has universal appeal—to men, women, and older children. It's a show sure to build a strong rating, build sales, too, for any type of product or service, at a cost that will pleasantly surprise Mr. Sponsor. Send for full details and audition record. Write, wire, phone or use coupon.

a big show—in a low-cost package

As radio fare THE PLAYER is sure-fire. Starring **Paul Frees,** and scripted by outstanding writers, THE PLAYER can vary daily as a strip show. Shows include mysteries, westerns, romances, comedies, adventure, science fiction, and other types, all featuring special music by Ramez Idriss.

here are some of the writers:

RICH HALL
TOM TOMLINSON
JOHN BOYLAN
BEN PEARSON
WALTER GERING
PAUL WEST

here are some of the titles:

OLD MAN SOLITAIRE
THE GREAT JALOPY RACE
THE MISSING MR. DILLON
FROZEN JUSTICE
FIRST CITIZEN OF THE BOWERY
THE PROFESSOR GOES TO THE CIRCUS
MIRAGE

THE PLAYER marks the high-spot of successful Capitol programs you can sell to sponsors

Capitol RECORDS

audition discs and brochures available now!

Capitol Records Distributing Corp.,
Broadcast Sales Division
1453 N. Vine Street, Hollywood 28, Cal.

Please send full particulars on THE PLAYER and audition record.

NAME_____ TITLE_____

STATION OR COMPANY_____

ADDRESS_____

CITY_____ ZONE____ STATE_____

"KWKH jacks sales of Jax Beer"

Says HAROLD W. HARGROVE

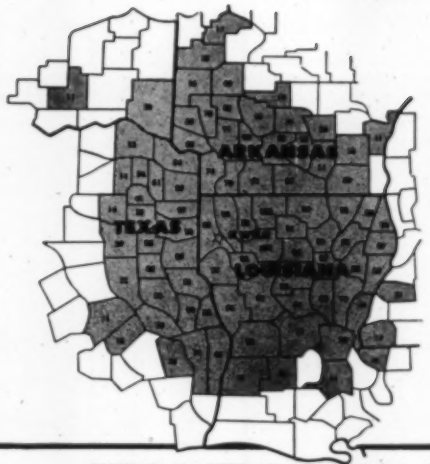
Sales Manager, Jax Division, Shreveport Beverage Agency

LARGE LOUISIANA BEER DISTRIBUTOR

Few beer distributors in America can boast as pretty a sales curve as Jax Beer has racked up in the big Louisiana-Arkansas-Texas area, primarily through KWKH advertising. Here's how Mr. Harold W. Hargrove recently put it:

"In July, 1949, the Fitzgerald Advertising Agency of New Orleans launched a radio campaign for Jax Beer over KWKH. Our Jax sales increased approximately 30% during the first year this campaign was on the air and have continued to climb steadily since that time. We are confident that KWKH has been the greatest single factor in building demand for this product and we feel that the 'Jax World of Sports' and the 'Louisiana Hayride' are doing a grand job for Jax.

(Signed) *Harold W. Hargrove*"



KWKH DAYTIME BMB MAP

Study No. 2—Spring 1949

KWKH's daytime BMB circulation is 303,230 families, daytime, in 87 Louisiana, Arkansas and Texas counties. 227,701 or 75.0% of these families are "average daily listeners". (Nighttime BMB Map shows 268,590 families in 112 Louisiana, Arkansas, Texas, New Mexico, Mississippi and Oklahoma counties.)

KWKH

A Shreveport Times Station

SHREVEPORT LOUISIANA

50,000 Watts · CBS Radio ·

The Branham Company
Representatives

Henry Clay, *General Manager*

BROADCASTING

Vol. 42, No. 19 MAY 12, 1952

CREDIT LIFT EFFECTS

Ad Budgets May Benefit

By JOHN OSBON

THE GOVERNMENT opened the gates last week to a potential multi-million-dollar plus in national, regional and local advertising expenditures.

The prospect for competitive buying of radio-TV network and spot time and for fresh new money in broadcasters' sales tills loomed brightly with the lifting of credit restrictions on automobiles, radio-TV and other appliances, and household furnishings.

Industry authorities, national advertisers, trade groups, and local dealers agreed that the government's action paves the way for stimulated consumer demand, with a beneficial effect on all segments of the American economy including employment.

What impact the move would have on national network radio-TV accounts among those products freed by the government and on local or spot time sales was not, of course, immediately ascertainable. But the feeling seemed to be that any action to ease controls in the economy would prove helpful in the long run. Installment credit outstanding as of last March 31 was in excess $13.1 billion.

Foundation for Further Action

While it obviously was too early to elicit concrete instances of expanded advertising media budgets and particularly increased radio-TV outlays, the groundwork was laid with suspension of Regulation W for a spirited buyers' market.

The indications of healthy media activity for summer and fall business not yet set may be gauged by the nature of the products freed for the open market by the Federal Reserve Board.

Perhaps the prime effect will be felt among automobile manufacturers and their dealers who had faced stiff reluctance from prospective buyers balked with terms calling for 33% down and 18 months to pay. Auto advertisers ranked top-most by product group in use of local radio with a whopping $32 million plus last year, and fifth in spot on a national basis with nearly $10 million.

Auto retailers (cars, accessories), department stores, home appliances and furniture stores commanded top rungs on the local radio sales ladder in 1951 and it seemed certain that, in the competitive battle ensuing, would fight hard for the consumer dollar by boosting their ad budgets.

Coincidentally, FRB announced the suspension as major automobile manufacturers acknowledged a new competitive era and urged dealers to "push" their wares to maintain sales volume. New radio-TV schedules point up the desire to capitalize on summer traveling (see story page 25).

As a spokesman for the National Automobile Dealers Assn. put it, "this action will open up a market to millions of Americans who couldn't buy cars before. Dealers will have to advertise more to sell and keep pace competitively."

Radio and television set-makers enter the Regulation W picture in two ways: (1) use of broadcast time, nationally and regionally, to (2) meet consumer demand for radio-TV receivers, now operating at a normal production-distribution level. Local distributors and dealers, through manufacturers' tie-ins, also are re-appraising their local sales outlook.

There were widespread reports that many local dealers throughout the country rushed full-page ads into print advising prospective buyers of a "no down payment, two years to pay" policy. In some instances, they also bought radio spots, though many broadcast commitments had not firmed up or were not reported to BROADCASTING • TELECASTING late Thursday.

Set manufacturers had been caught in the squeeze between FCC's late unlamented freeze on new TV station construction and a somewhat lessening demand for new video receivers until last fall. Since then, dealers have cleared their shelves of bulging inventories.

Auto Field Requisites

Actually, terms were not as stiff for set-buyers as automobile customers, with the reserve board prescribing a 15% down payment and 18 months maturity payment. Retailers have been scrapping competitively for the radio-TV receiver dollar, with such resultant low prices that OPS has seen fit to devise tailored price ceilings for the industry.

But with decreasing inventories and the prospect of new TV stations adding to circulation, dealers are expected to find a more flexible market.

"The Federal Reserve Board's action will stimulate business to some degree and have some effect in that it will open up new markets," according to James Secrest, general manager, Radio-Television Mfrs. Assn. He foresees perhaps a rash of dealer advertisements at the outset to take advantage of the board's action but no substantial long range impact.

Mr. Secrest noted that inventories have diminished to the normal six-week level and that the 15% down payment required under Regulation W was not too large. Some customers may purchase more expensive TV models, on which small down payments may be required. He predicts no mass buying that might deplete store shelves to the point that materials shortages will hurt production more seriously than has been the case.

RTMA spearheaded the industry fight in June 1951 for relaxation of installment restrictions. Later, the Federal Reserve Board, acting on mandate from Congress, eased curbs from the original 25% down and 15 months to pay.

A more conservative view on the government's action was given by James D. Shouse, board chairman, Crosley Broadcasting Corp. and vice president of Avco Mfg. Co. He saw no appreciable effect on buying habits of the American public or on the nation's advertising expenditures.

"The public has been relatively

(Continued on page 105)

NETWORK RATE CUTS

Charges, Denials Made

UNEASINESS carrying almost hysterical overtones surrounded the network radio rate situation last week, with reports of ready-to-go nighttime cuts ranging all the way up to 60% despite repeated denials.

At one network it could be heard that a rival was all set to chop nighttime costs, if it hadn't already. The charges brought denials and veiled—and sometimes not so veiled—counter-charges.

Offsetting at least partially the unconfirmed speculation over the fate of nighttime rates were reports, also unconfirmed, that networks are thinking in terms of hiking daytime charges.

The whole subject seemed apt to dominate a meeting of the All-Radio Affiliates Committee—formed initially under a cloud of announced and impending rate cuts—which was called by chairman Paul W. Morency, of WTIC Hartford, to consider this and other matters May 20-21 in New York.

Storm center of the speculation about impending changes in nighttime rate structure was CBS Radio, which initiated last year's round of cuts and which, perhaps at least partially for that reason, was reported variously last week to be considering—or even to have put into effect already—nighttime reductions of 15, 25, 50 and even 60%.

Stanton Statement

These reports brought from President Frank Stanton an assertion that, although rates in both radio and television are and for a long time have been a subject of almost constant discussion at executive staff meetings, no definitive action has been taken and no specific proposal has been submitted for his consideration.

"We have discussed the matter of rates at virtually every executive-level meeting during the past year," he said.

But he reiterated that definite decision must await the results of newer station measurement studies, so that this factor may be appraised along with others. CBS Radio has subscribed to Standard Audit & Measurement Services Inc.'s current studies in that field, results of which are expected this fall.

Mr. Stanton leaves May 16 for a European vacation with Mrs. Stanton, returning about July 1.

Other CBS and at least two station sources claimed meanwhile that reports of scheduled cuts by CBS Radio emanated from other

(Continued on page 36)

XUM

GAB INSTITUTE

Wailes Cites Radio Dominance

FAITH that radio will continue its dominance as a medium of mass communications, "certainly in the foreseeable future," was voiced by Lee B. Wailes, executive vice president of the Storer Broadcasting Co., in an address Friday at the seventh annual Georgia Radio and Television Institute.

As one evidence of the aural medium's power and attraction, he noted that 1951's 41.9 million radio homes in the U. S. represented "an increase of almost 50% over the days before television." He called attention also to radio's circulation as dwarfing that of even combinations of major magazines; to its high rate of listenership, and to its economies as a salesman.

Stressing the effectiveness of the human voice, Mr. Wailes cited an occasion when the army "asked a group of blind and deaf veterans which of the two senses they would rather have restored, if they could have only one.

"Eighty per cent," he asserted, "said they would rather hear again. They felt more 'cut-off' from people, more lonely, when they couldn't hear human voices than when they couldn't see human faces."

The Georgia Radio & Television Institute, sponsored jointly by the U. of Georgia School of Journalism and the Georgia Assn. of Broadcasters, was held Friday and Saturday at Athens, Ga.

Scharfeld, Heslep Speak

Also speaking was Arthur W. Scharfeld, president, Federal Communications Bar Assn., who addressed a dinner-meeting Thursday evening. Mr. Scharfeld spoke on "Regulatory Aspects of Television" (see separate story, page 74).

Another leading speaker at the institute was Charter Heslep, radio-TV director, information office, Atomic Energy Commission. Mr. Heslep gave a detailed account of the April 22 atomic test coverage in his talk, "They Said It Couldn't Be Done."

A variety of radio-TV topics were touched upon at Friday's morning session. Friday afternoon was devoted to practical aspects of successful operation of radio and television stations.

Among others scheduled to speak were Martha Rountree, TV producer and personality; Ford Bond, announcer - producer, and Clark Gaines, secretary, Georgia Dept. of Commerce.

Saturday's session was to be devoted to a BMI clinic on station operation, how to make local news pay off and mood music.

NATIONAL NIELSEN RATINGS TOP RADIO PROGRAMS

(Total U. S. Area, Including Small-Town, Farm and Urban Homes and including Telephone and Non-Telephone Homes)

EXTRA-WEEK

March 30-April 5, 1952

Current Rank Once-a-Week	Program	Current Rating Homes %
1	Lux Radio Theatre (CBS)	13.6
2	Amos 'n' Andy (CBS)	12.7
3	Jack Benny (CBS)	12.5
4	Charlie McCarthy (CBS)	11.7
5	Arthur Godfrey's Talent Scouts (CBS)	10.6
6	You Bet Your Life (NBC)	10.4
7	Our Miss Brooks (CBS)	9.8
8	Fibber McGee and Molly (NBC)	9.7
9	People Are Funny (CBS)	9.6
10	Suspense (CBS)	9.6

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Drawn for BROADCASTING • TELECASTING by Sid Hix

". . . . Counting for the knock-downs at the bell will be . . . ."

THESAURUS SALES

'Date' Sold in 100 Markets

RCA THESAURUS' transcribed library feature *Date in Hollywood*—featuring singers Gloria De Haven and Eddie Fisher with Hugo Winterhalter's orchestra—has been sold to local and regional advertisers in more than 100 markets in 30 days, according to report last week by RCA Recorded Program Services, New York.

"If monthly sales reports on *Date in Hollywood* average during the next eight months what this first 30-day period tells," Recorded Program Services spokesman said, "then by the end of 1952 Thesaurus subscribers will earn enough in time charges and talent fees on this show together with other Thesaurus packages. . . . to more than pay for the cost of their entire library service."

Ad Council Campaign

RADIO will be called upon by the Advertising Council to help set in motion a public service campaign undertaken by the Council and announced last week to get qualified high school students to consider engineering as a career. Requested by the Manpower Commission of the Engineers Joint Council, the campaign points out the present shortage of engineers as totalling 60,000, with another 30,000 needed in 1953.

FORT INDUSTRY

Now Storer Broadcasting Co.

COMPANY name of Fort Industry Co., which includes radio and television interests of its president, George B. Storer, has been changed to Storer Broadcasting Co. The change was made because the former title, based on Mr. Storer's early industrial enterprises, was not descriptive of radio-TV operations.

Plan for possible public or private sale of Storer Broadcasting Co.'s stock is under consideration. This would not affect control in the hands of Mr. Storer or identification of J. Harold Ryan, director-vice president-treasurer, and his wife, Frances S. Ryan.

The Storer radio-TV properties consist of WJBK-AM-FM-TV Detroit; WSPD-AM-FM-TV Toledo; WAGA-AM-FM-TV Atlanta; KEYL (TV) San Antonio; WWVA-AM-FM Wheeling, W. Va.; WGBS-AM-FM Miami; WSAI-AM-FM Cincinnati, and WMMN Fairmont, W. Va.

IKE HOMECOMING

Radio-TV Setting Plans

MOST major radio and television networks were preparing last week to broadcast General of the Army Dwight D. Eisenhower's first address upon his return to the United States, to be delivered during his homecoming welcome at Abilene, Kan., June 4.

NBC, ABC, and CBS Radio networks—the latter through KMBC Kansas City—scheduled the talk for 10-10:30 p.m. EDT, and MBS, planning to carry it, had not scheduled the time. NBC and CBS-TV networks scheduled the speech at 7-7:30 p.m. ABC-TV had not planned a telecast by the end of last week and DuMont, considering coverage, had reached no definite conclusions.

DAYTIME RADIO

'Solid' Medium—Stol

DECREASE in the average n station's audience without a cor sponding decrease in its r merely means the cost-per-t sand is going up, Jerry S. Stolz account executive for Foote, C & Belding, Chicago, told the Lo ville Advertising Club Friday.

He compared this to increa by magazines of their advertis rate without increases of circ tion. Recommending to stati relatively low-cost news, music sports programming during ev ing hours, when television i hardest, Mr. Stolzoff said also "daytime radio is a hearty, l solid advertising medium."

"The national bills for day radio are being paid by some the sharpest national advertis in the country," he said. "Th are more people listening to ra ing radio on May 9, 1952, th there were on May 9, 1948," said.

"Radio, until mid-afternoon, as strong as it has ever been the entire history of the radio dustry," Mr. Stolzoff said. "T slight decreases in percentage sets tuned in is more than off by the increase in the number sets."

Citing FCC figures of $455 m lion AM-FM radio industry inco in 1951, largest in history, he sa "According to every indication looks as though 1952 will be bigger year than 1951."

KENKEL SWITCHES

Joins Nielsen Fir

FRED H. KENKEL, formerly exe utive vice president of C. E. Hoop Inc., has joined A. C. Nielsen C as a vice president, it was a nounced today (Monday).

Mr. Kenkel

Mr. Kenkel, who will mak his headquarters in New York, wi be primarily re sponsible for di rection of the new Nielsen cov erage service t radio and TV sta tions, it was added.

A graduate of St. Louis U., Mr Kenkel was associated with Gard ner Advertising Co., New York, fo several years, ultimately serving as director of radio and media and a an account executive. He joined the Hooper organization in 194 and, a year later, became a vic president. In 1944, he was named executive vice president and be came a director.

Platt to Speak

JOHN H. PLATT, vice president in charge of advertising and public relations for Kraft Foods, Chicago will discuss policies and planning which a client puts into a high-budget network show at the Chicago Television Council May 21.

AUTO ACTIVITY

Firms Set Summer Schedules

By FLORENCE SMALL

AMERICAN automotive manufacturers have released the clutch on their budgets for a power drive into summer advertising, using radio and television in both spot and network form. That was the finding of a BROADCASTING • TELECASTING check made last week.

The purpose of the campaigns is to capitalize on the seasonal urge of Americans to hit the road, and to that end at least nine firms were found to be actually involved in summer scheduling, with at least three of the companies using radio and TV spots.

First, Ford Dealers of America will retain its half-hour on NBC-TV during the summer months with a new program called *Mr. Peepers*, featuring Wally Cox. Show will be produced by Fred Coe. If the program proves successful it has a good chance of remaining on during the fall season. At any rate Ford will retain the time (Thursdays, 9:30-10 p.m.) during next year. J. Walter Thompson Co., New York, is the agency.

The three active spot advertisers are Dodge cars, Hudson Motors, and Kaiser-Frazer.

Dodge (Chrysler Corp. of America) is using 500 radio and TV markets for spots starting on the following dates: April 28, May 5 and May 12, for two, three and four week durations.

Ruthrauff & Ryan, New York, has been placing the campaign, although the account goes to Grant Advertising Inc. effective early in June.

Hudson Starting To Roll

Hudson Motors through its agency, Brooke, Smith, French & Dorrance, Detroit, has placed a campaign in a number of markets for this month. Advertiser is using programs and spots on local stations.

Kaiser-Frazer, in addition to its recent buy of 45 minutes per week on NBC-TV's *Today* with Dave Garroway, is placing a two-week campaign during May in a number of markets across the country. On a Monday-through-Friday basis, Kaiser-Frazer sponsors two separate five-minute segments on each day except Tuesday, when it has one five-minute segment. William H. Weintraub & Co., New York, is the agency.

The one radio network buy involves General Motors Oldsmobile Div., Lansing, Mich., which signed for sponsorship of the *Peggy Lee Show* on CBS Radio (Tuesday and Thursday, 7:30-45 p.m.) starting the end of May. Agency is D. P. Brother & Co., Detroit.

DeSoto-Plymouth has renewed Groucho Marx' *You Bet Your Life* on NBC-TV (Thursday, 8-8:30 p.m.) for next season through its agency, BBDO, New York.

Chevrolet Div. of General Motors is about to sign the renewal of its *Dinah Shore Show* twice weekly (Tuesday and Thursday, 7:30-45 p.m.) on NBC-TV. Advertiser spends over $2 million a year in television. Campbell-Ewald Co., New York, is the agency.

Buick Cars, which has not used TV for two years, is expected to pick up the fourth Tuesday night 8-9 p.m. segment on NBC-TV, which has been released by Texaco Oil Co. Latter advertiser will continue to sponsor Milton Berle the other three weeks out of four. Kudner Agency, New York, is the agency for both Buick and Texaco.

Cadillac Considering

Cadillac Cars is understood to be considering a network television show through its agency, McManus, John & Adams, Detroit.

Lincoln-Mercury will continue to sponsor the Ed Sullivan *Toast of the Town* show on CBS-TV next season. Ford Motor Co. had been asked to co-sponsor the program because of mounting costs. However, Lincoln-Mercury Dealers is currently trying to get a larger budget so that it can singly underwrite the program.

Packard Cars through Maxon Inc., New York, which is sponsoring *Rebound* on a number of television stations, is currently in negotiations on next fall's plans. Decision is expected early this week.

Other developments in the automotive field last week were of a somewhat preliminary nature but strongly significant as indication of the future direction and extent of advertising outlay in at least a segment of the industry.

E. C. Quinn, vice president of Chrysler Corp., announced that his company is setting up the most intensive advertising and sales program in its history for its Chrysler Car Div. in a move to take the leadership in the luxury car market.

Speaking more generally, Harry J. Klinger, vice president of General Motors, pointed out that the automotive industry is once again entering into a competitive market, "passing out of a period of 'pull' into a period of 'push' selling." "Dealers," he said, "will have to go out and start 'pushing to produce' more and more to maintain sales volume. Competition has returned."

He made his remarks before a group of dealers meeting at the Waldorf-Astoria last week in New York.

WELCOMING Henry E. Abt (r), president, Brand Names Foundation, to the Rocky Mountain region are Palmer Hoyt (l), publisher, *Denver Post*, and Charles Bevis (c), manager, KOA Denver.

O'HARA BILL

Would Offer Political Libel Guard

By DAVE BERLYN

A "COUNTRY LAWYER" approach to clear up the vexing problem of political broadcast liability was offered on Capitol Hill last Thursday on the threshold of the upcoming national elections.

Use of the rustic term, "country lawyer," was the way Rep. Joseph H. O'Hara (R-Minn.) described his bill (HR 7782) that would attempt to give the broadcaster full discretion and authority to delete libelous material from a candidate's talk.

The licensee does not hold that authority now under Sec. 315 of the Communications Act which governs political broadcasts.

Observers on the radio scene saw in the O'Hara bill a possible new avenue of exploration toward an eventual solution of the current licensee political predicament.

Bill Provisions

The new bill would require equal opportunity for time to all other candidates for the same office to which a legally qualified candidate, whose talk is broadcast, aspires. It holds no provision for persons who speak on behalf of the candidate.

The licensee would be prohibited from exercising power of "political or partisan censorship." But there would be no obligation upon him "to broadcast any defamatory, obscene, or other material which may subject it [licensee] to any civil or criminal action in any local, state or federal court."

FCC, according to the bill, would be compelled to issue rules and regulations to carry into effect the bill's provisions within a year after the measure became law. Apparently this interpretation of Sec. 315 would become the law of the land. After the year was over, and incidentally, the election year would be history, too, the FCC then would be required to promulgate its rules and regulations.

Rep. O'Hara told BROADCASTING • TELECASTING that he had designed the bill "to place the broadcasting station on the same basis as the newspaper in taking a political advertisement."

His strategy, he explained, was to "get hearings on my bill and the Horan bill before the House Commerce Committee." The current situation for the broadcaster, he said, was "bad" but the Horan bill, he asserted, would leave it "almost as bad." "We must have one policy or the other," he said.

The bill, Rep. O'Hara continued, was "my own idea coupled with requests from small stations that something be done." The measure, he said, represents a "country lawyer approach to the problem."

The broadcaster must have rights of censorship plus the responsibility when carrying a candidate's speech. "We shouldn't remove one in favor of the other," he added.

This new bill came in the midst of feverish behind - the - scene activity at the Capitol to give the broadcaster libel protection. The developments included:

● Possibility that the libel-proof bill, as proposed by Rep. Walt Horan (R-Wash.), may be offered on the House floor as an amendment to the McFarland bill.

● This failing, it's said House Interstate & Foreign Commerce Committee Chairman Robert Crosser (D-Ohio) will be prodded to hold hearings of his committee on the bill.

● Flood of letters from broadcasters urging legislators to get behind the Horan bill. Some 30-40 House members have received correspondence, it was reported.

● Absence of opposition thus far leads to opinion that the path toward enactment should be smooth.

● Identical bill (HR 7756) introduced Wednesday by Rep. Pat Sutton (D-Tenn.).

Definition of Candidates

The Horan bill (HR 7062) would denote legally qualified candidates as those "in a primary, general or other election"; specify that an authorization to speak on behalf of a candidate must be in writing, and direct that the broadcaster would have no power to censor the material broadcast.

It also would *not* hold the broadcaster liable in any civil or criminal action in any local, state or federal court. The candidate, moreover, would be subject to libel laws.

Both the McFarland and Horan bills would amend the Communications Act but for different purposes and certainly to varied extent. The McFarland legislation would set up a new communications law while the Horan measure would change the language of but one section of

(Continued on page 95)

RCA REPORT

Sarnoff Reviews Firm's Record

"INTERNATIONAL television as a regular service will be realized within the next five years," RCA Board Chairman David Sarnoff told corporation stockholders at their annual meeting in New York Tuesday.

Predicting international television as "a powerful aid socially, educationally and politically," Gen. Sarnoff warned, however, about technical, economic and political problems which must be solved before such television can be established on a regular basis—problems which present, he said, a "stimulating challenge to all of us."

The same technical pioneering by RCA that led to international radiotelegraphy, radiotelephony, radiotelephotos and radio broadcasting on a world-wide scale, have also enabled RCA experts to bring the day of international television closer to realization, he observed.

"By cultivating better international understanding and helping to reduce tensions born of misunderstanding, 'The Voice and Vision of America' can contribute substantially toward achieving the goal of universal peace," the General pointed out.

Lifting of the TV freeze in the U. S., Gen. Sarnoff noted, has given "tremendous impetus" to the expansion of video throughout the country. "Socially, economically and educationally, television can now attain its full stature as an industry and broadcasting service," he said.

Outlook Brightening

Adding his own report to the corporation's annual statement, which had been issued previously [B•T, March 3], Gen. Sarnoff concluded that the sales outlook for television is brightening.

"While uncertain factors in the current world situation obscure the general outlook, there are certain factors within our own field of operations that are clear," he said. "For example, productive capacity is the greatest in our history. Television is expanding its services. New markets for TV transmitters and receivers are being opened, and . . . we expect that our business for the last half of 1952 will show an improvement over the first half."

RCA gross of $163,871,331 by March 31 of this year resulted in a profit of $14,841,520 which, after taxes, amounted to $7,076,520, according to the first-quarter report given by the RCA board chairman. For the comparable period last year, $185,590,755 gross provided a pre-tax profit of $26,743,542 and a net of $11,901,542.

Like the rest of the industry, Gen. Sarnoff said, RCA was affected by a decline in TV set sales during the first quarter of 1952. RCA Victor manufactured all TV receivers permitted under government allocation of materials, he noted, adding, "we sold what we produced." Current inventories are, he said, "normal."

RCA has spent a total of $3 million for UHF research, his report indicated, and the company also is working on the following developments:

Atomic electronic equipment, called a "color corrector," which is said to reduce by half the time required to make color plates for printing, as well as improving color fidelity and lowering production costs.

Electronic inventory control system, developed for military purposes and considered applicable to commercial operations, which can complete in days the inventory operations requiring several weeks.

Electronic inspection apparatus for pharmaceutical check on the purity of drug products, such as ampules containing vaccines.

"Walkie-lookie," a portable one-man TV station announced previously [B•T, March 3], for use by reporters covering special events in the field. This equipment may be incorporated, Gen. Sarnoff said, in NBC-TV coverage of political conventions this summer.

Magnetic sound-recorder projector to record individual commentary or musical background on 16mm film, expected to be particularly useful to home-movie enthusiasts, schools and advertising agencies.

Two-way microwave radio system for communication along highways, railroads and similar commercial routes as well as among military units. The North Atlantic Treaty Organization has ordered the system for use in Europe.

Closed-circuit industrial television for manufacturers', scientists' and educators' use and exchange of pictorial information.

Transistors Described

Transistors, described as tiny devices which operate like certain electron tubes, being developed for further use in new radio, TV and electronic instruments.

Defense contracts include a "substantial" backlog, Gen. Sarnoff said, later answering a question from the floor by evaluating them as "several hundred million dollars." Research on military projects continues at "relatively high levels" with a recent project being the start of a 430-acre electronics proving ground at Morristown, N. J., for some $3 million.

Experimental work on color television will continue, the board chairman emphasized, noting that one project now was to convert theatre-TV equipment — installed by RCA in 60 film houses throughout the country—to color use.

Questioned about subscription television, Gen. Sarnoff said it is "technically feasible" but, in his personal estimation, years off—not only for technical reasons but because it introduces the idea of broadcasting as a public utility for which charge can be made, thus suggesting government control of rates and a change in the whole American broadcasting picture. He noted that there are, however, a number of interpretations of the idea on paper, including an unannounced one developed by RCA.

RCA Advertising

In answer to another question, Gen. Sarnoff indicated that RCA advertising during 1951 was approximately the same as for the previous year, a little more than $15 million.

RCA business volume has increased nearly four times its $15 million of ten years ago to the present $600 million, Gen. Sarnoff pointed out, explaining that, to secure working capital for continued expansion, the corporation had loans totalling $100 million by the end of last year, a figure that will increase to $150 million by mid-1953, he said.

Last year's 48% increase in NBC sales, which reached a new high of $137 million, were re-iterated by Gen. Sarnoff, who again attributed the rise to television. Video, he added, continues at a "profitable level."

Purpose of the stockholders' meeting was to consider election of four officers, name an independent accountant to certify corporation statements, and consider a cumulative voting resolution for election of board members.

Directors whose terms were to expire this year and who were re-

(Continued on page 103)

RCA AND DOMESTIC SUBSIDIARIES CONSOLIDATED STATEMENT OF INCOME FOR QUARTER ENDED MARCH 31

	1952	1951
Products and Services Sold	$163,871,331	$185,590,755
Cost of Operations	149,029,811	157,847,213
Profit Before Federal Taxes on Income	14,841,520	27,743,542
Federal Taxes on Income	7,765,000	15,842,000
Net Profit for the Quarter	7,076,520	11,901,542
Preferred Dividend	788,239	788,239
Balance for Common Stock	6,288,281	11,113,303
Earnings per share on common (13,881,016 shares)	.45	

CBS INC. GROSS

Near $56 Million in First Quarter

GROSS income of $55,965,242 resulting in a net income of $1,522,796 after provision of $2,350,000 for federal income taxes was reported for the first quarter of 1952 by CBS Inc. and its domestic subsidiaries, including the Hytron manufacturing group acquired last June.

The 1952 net shows an increase of $121,742 over that for the comparable 1951 period when a net of $1,401,054 was reported on a gross of $39,323,391 after provision of $2,100,000 for taxes. Gross figures in both instances are those before discounts, commissions and returns were deducted. Most noticeable change in the consolidated statement was an increase in operating expenses and cost of goods sold from $18½ million in 1951 to almost $31 million this year.

Corporation directors, it was noted, declared a cash dividend of 40 cents per share on Class A and B stocks, payable June 6 to stockholders as of May 23. Some 2,337,896 shares of CBS Inc. stock were outstanding as of March 29, according to Samuel R. Dean, treasurer.

Full income statement follows:

	Three Months Ending March 29, 1952 (13 Weeks)	March 31, 1951 (13 Weeks)
Gross Income	$55,965,242	$39,323,391
Less discounts, commissions and returns	12,977,144	11,557,742
	$42,988,068	$27,765,649
Deduct:		
Operating expenses and cost of goods sold	$30,963,775	$18,535,851
Selling, general and administrative expenses	7,616,538	5,356,646
Provision for depreciation and amortization of leasehold improvements	558,658	435,089
	39,138,971	24,327,586
	$ 3,849,097	$ 3,438,063
Miscellaneous income, less miscellaneous deductions	23,699	62,991
Income before federal taxes on income	$ 3,872,796	$ 3,501,054
Provision for federal taxes on income:		
Income tax	$ 2,330,000	$ 2,080,000
Excess profits tax	20,000	20,000
	2,350,000	2,100,000
Net Income for Period	$ 1,522,796	$ 1,401,054
Earnings per Share (Note 3)	$ .65	$ .82

Notes:

1. **The 1952 figures include the operations of the Hytron group (Hytron Radio & Electronics Co. and CBS-Columbia Inc.) which was acquired on June 15, 1951.**
2. **The provision for federal taxes on income for the first quarter of 1951 as originally reported was calculated in accordance with the 1950 Revenue Act which was in effect at that time; this provision has been adjusted in this report to reflect the changes resulting from the subsequent enactment of the 1951 Revenue Act which was applicable to the the full year of 1951.**
3. **The 1952 earnings are calculated upon the 2,337,896 shares outstanding as of March 29, 1952 and the 1951 earnings upon the 1,717,352 shares outstanding as of March 31, 1951.**
4. **The 1952 results are subject to year end adjustments and to audit by Lybrand, Ross Bros. & Montgomery.**

FCC REVAMP BILL

House Debate Seen Within Few Weeks

HOUSE leadership has set the McFarland bill (S 658) down for debate this month, placing it in a sudden upswing of pending legislation.

Despite the crowded calendar, including the important foreign aid bill, House leaders hope to get the FCC-remodeling bill through at least by the week of May 26. If possible it may be debated the week of the 19th (next week), it was learned.

Rep. John W. McCormack (D-Mass.) was unable to supply a definite date when questioned on the House floor last Thursday by Rep. Carl Hinshaw (R-Calif.), second ranking member of the House Interstate & Foreign Commerce Committee. Rep. McCormack, House Majority Leader, acknowledge the measure's importance and recognized that the commerce group had put long and strenuous days on the bill. But he said, while attempting to fit the bill into the House program, he could not give an assured date.

It was subsequently learned, however, that the leadership, particularly Rep. McCormack, is pinning hopes on the weeks mentioned above.

The House Rules Committee has okayed the legislation and is permitting three hours of debate. The bill can be amended on the floor.

It was also learned that House Speaker Sam Rayburn (D-Tex.), who has authored revisions in communications law when a member of the commerce group, was looking over comments sent to him on the bill by the FCC [B•T, May 5].

In its memorandum, FCC warned that sections of the House version of the bill, as contained also in the original Senate measure, would "paralyze the Commission's functions at a time when it is imperative that the Commission be able to act efficiently and expeditiously to permit the proposed nationwide expansion of television broadcasting to become a reality, as well as to take care of its heavy workload in other vital areas of the communications field."

Sections which were bitterly criticized by the Commission were those which would bar consultation with members of its staff in any adjudicatory proceedings designated for hearing, and also prohibit staff members from making recommendations. The bill, however, would direct the FCC to establish a "review staff" to aid it in hearing cases but would limit it to summarizing the evidence in hearing cases and exceptions to initial decisions and replies. FCC said:

. . . in all adjudicatory cases coming to the Commission for review of an examiner's initial decision, the Commission itself would apparently be required to consider each exception filed to either a finding of fact or conclusion of law contained in the initial decision, and then instruct the review staff with respect to each such exception.

Because consultation with staff members would be taboo, commissioners also "would be forced to devote a disproportionate amount of time to conferences, at which the seven professional assistants could not be present, held for the purpose of drawing up point by point directions to the review staff on each matter of fact or law raised upon exceptions to initial decisions," FCC stated. Also thus affected would be all interlocutory motions made in hearing cases and in petitions for rehearing of hearing cases, the agency noted.

No one Commissioner can be expected to make satisfactory decisions in these several fields without the assistance and advice which may be gained from free consultation with members of the staff possessing specialized training in each of the fields.

Another part of the McFarland bill undergoing FCC's fire was Sec. 8 which would require a 30-day notification before applications are set for hearing or grants would be issued without a hearing.

This is commonly known as the "party in interest protest" section. This section, FCC said in part, would:

. . . establish an unnecessary and burdensome procedure, entailing needless expense both upon new applicants and the government, whereby before the Commission could designate an application for hearing it would have to process the application twice, first upon consideration of the application as filed, and subsequently, upon consideration of the reply received from the applicant.

On the problem of staff relationship to Commissioners, FCC suggested the following substitute for Sec. 5(c) of the bill:

No person engaged directly or indirectly in any prosecutory or investigatory function in any adjudication proceeding or who is subject to the supervision or direction of any person performing or supervising any such prosecutory or investigatory activity shall advise or consult with the Commission with respect to decisions by it after formal hearing in any adjudication as defined in section 2(d) of the Administrative Procedure Act.

In a separate memorandum to the House committee, FCC also questioned language of a new amendment which would permit discrimination against newspapers, noting it would open the door to a varied construction. The Commission asserted that the provision, as written, might mean that FCC may not consider diversification of control over mass media as a factor in consideration of applications. Additionally, FCC raised the question of whether the amendment might not apply to motion picture firms and radio stations among others because of the laws of construction.

No Mention in Report

Not mentioned in the report was the section on cease-and-desist, suspension and fine levying powers which has been finding strong opposition in broadcast industry circles [B•T, April 14].

FCC Comr. Robert F. Jones was the only FCC member not participating in the writing of the memorandum as he was out-of-town addressing the Ohio Assn. of Radio-TV Broadcasters' management clinic [B•T, May 5].

GATHINGS PLAN

House Consideration Near

THE RESOLUTION aimed at setting up an investigation and study of radio and television programs is tenatively slated to be taken up today (Monday) or tomorrow by the House [B•T, May 5].

This was revealed last Thursday by Rep. John W. McCormack (D-Mass.), the House Majority Leader. The resolution (H Res 278), authored by Rep. E. C. Gathings (D-Ark.), would direct and authorize the House Interstate & Foreign Commerce Committee to conduct the investigation.

Calendar in the House for this week, which is subject to change, schedules the resolution as one of the first pieces of business for the two days. (For earlier story on a Gathings interview, see page 52).

HYDE RENOMINATED

For Another FCC Term

ROSEL HERSCHEL HYDE, vice chairman of the FCC and its "career" Commissioner, appears before the Senate Interstate & Foreign Commerce Committee Wednesday to testify on his re-appointment to the Commission.

President Truman nominated Comr. Hyde to a full, seven-year term last Monday. Comr. Hyde is an Idaho Republican.

In advance of the hearing, it was noted that little, if any, opposition to Comr. Hyde's re-appointment is expected among committee members. There may be some questioning about the North American Regional Broadcast Agreement (NARBA) with which the Commissioner has been very active in recent years.

The NARBA treaty is now before the Senate for ratification, but has been bottlenecked in the Senate Foreign Relations Committee where the U. S. international role has elbowed it aside in favor of action on major foreign policy programs.

Comr. Hyde is a veteran in the FCC, having come up through the ranks. He achieved his commissionership and vice chairmanship through merit. His service on and within the Commission dates from his association with the old Federal Radio Commission in 1928.

He was appointed to the Commission by President Truman in April 1946 to fill the unexpired term of the late Comr. William H. Wills which ran until June 30, 1952.

COMR. HYDE

* * *

Senate confirmation was swift when Comr. Hyde was appointed on the Commission. The Senate committee session then was short.

When named to the Commission, Comr. Hyde was serving as General Counsel, a post he was promoted to in March 1945. He was assistant general counsel from October 1942.

The tall, lean Commissioner is a "young" FCC veteran. He was born in 1900 on a farm near Downey, Ida., attending schools there and was graduated from high school in Salt Lake City. He attended Utah Agricultural College.

In 1924, he was manager of the Downey State Bank, which meant he was a legal, financial and business adviser to farmers and townsmen of the area. That year, he married Mary Henderson, a Downey school teacher.

Comr. Hyde traveled to Washington the following year, entered George Washington Law School in 1925, completing its courses in 1929, and was admitted to the District of Columbia Bar. First job in the capital city was clerk in the Civil Service Commission, later he moved to the Office of Public Buildings and Parks after study in accounting.

He was started in Grade 1 with the Federal Radio Commission, became chief of its docket section and reorganized the system then in use which served as a guide for many years later. He moved into the legal department as an attorney and in 1932 was an examiner. When FCC was formed, he was again named to that post. Subsequently he became senior attorney, working on common carrier as well as broadcasting matters. In 1938, he was put in charge of the

(Continued on page 94)

NBC 1952 Stations Planning & Advisory Committee members are (seated, l to r) Stanley E. Hubbard, KSTP-TV Minneapolis-St. Paul; Ralph Evans, WHO Des Moines and WOC Davenport; Allen M. Woodall, WDAK Columbus, Ga., and Martin Campbell, WFAA-TV Dallas; standing (l to r) are Lee B. Wailes, Storer Broadcasting Co., secretary for TV; Willard C. Worcester, WIRE Indianapolis; E. R. Vandeboncoeur, WSYR-TV Syracuse, vice chairman; Robert B. Hanna Jr., WGY Schenectady; Richard O. Dunning, KHQ Spokane, secretary for radio; B. T. Whitmire, WFBC Greenville, S. C.; P. A. Sugg, WKY Oklahoma City, chairman, and Ed Yocum, KGHL Billings, Mont. NBC held its first 1952 SPAC meeting in New York [B•T, May 5].

RADIO NEEDS

Cited by Fellows at WAB

RADIO will not be able to solve its problems on behalf of the public or the industry itself unless it organizes a strong national trade association and 48 state broadcasting associations backed by almost 100% membership. This was the assertion of NARTB President Harold Fellows as he spoke at the luncheon meeting of the Wisconsin Broadcasters Assn. in Milwaukee Tuesday. More than 50 station men in Wisconsin attended the two-day session, which started Monday with a day-long clinic sponsored by BMI [B•T, April 28].

Discussing the need for close cooperation with legislators, Mr. Fellows pointed out that this need is apparent on state and local as well as federal levels. He reminded broadcasters they "are doing business by the grace of God, technical inventions and a government license," and that the third factor inevitably means the industry "is a shining target for government legislation, and always will be."

Main Element

The main element in "pursuing the business of legislation," Mr. Fellows charged, is for the broadcaster to "organize and conduct himself so that he establishes stature and respect for radio and television."

"We haven't done it," he said, "and we should start immediately." Charging broadcasters with smugness, Mr. Fellows recommended "sale" of both media to public and legislators, "because where we don't find friends it's our own fault."

He discussed briefly, and off the record, specific legislation before Congress and educational TV.

This was discussed also by Prof. Harold B. McCarty, director of WHA Madison, operated by the U. of Wisconsin. He said the state radio council has made no specific plans for use of TV as an educational tool, and is now considering several proposals.

Two proposals involve use of a closed circuit TV laboratory at the university and election of a TV network with one origination site and 11 relay towers. The latter suggestion would require an estimated investment of $3 million, he said, equal to $1 per Wisconsin resident. Under no circumstances, he assured the broadcasters, would the university wish to compete on a commercial or non-profit basis.

WRBC PURCHASE

Lamar Firm Selling WJDX

TO BETTER its Jackson, Miss., coverage, Lamar Life Insurance Co. is buying 100% ownership of WRBC for $250,000, application for transfer approval filed with the FCC last week disclosed. WRBC is on 620 kc with 5 kw day, 1 kw night.

At the same time, Lamar is selling its presently owned WJDX (1300 kc, 5 kw day, 1 kw night) to majority stockholders of the present licensee of WRBC (Rebel Broadcasting Co.). Purchase price is $100,000. Both transfers are contingent on the other.

In addition to acquiring a better facility, Lamar will also acquire the new studios and equipment of WRBC. It is selling to the purchasers of WJDX (a new corporation named Rebel Broadcasting Co. of Mississippi) the transmitter facilities of that station.

Officers and stockholdings of new Rebel Broadcasting Co. of Mississippi are virtually the same as those in the present WRBC licensee: T. E. Wright, president and 32.5% stockholder; W. B. McCarthy Sr., vice president and 21.4%; J. W. Carlier, secretary-treasurer, and 7.5%.

After FCC approval, call letters of stations will be exchanged. This will maintain the WJDX call letter for Lamar Life Insurance Co., but on 620 kc. WRBC will then be owned by Rebel Broadcasting Co., on 1300 kc.

LBS CUTS TIME

Possible Change Speculated

LIBERTY Broadcasting System, concentrating on small-market small-station coverage, was understood last week to have cut its network hookup from a 16-hour to eight-hour basis.

Efforts to contact Liberty executives in Dallas had proved fruitless as of Thursday night.

Word that the network was making major changes in its operating procedure spread last week following a closed circuit talk by Gordon McLendon, Liberty president. Several affiliates contacted by BROADCASTING • TELECASTING said they had been asked to keep contents of the talk on a confidential basis.

Liberty is plaintiff in a $12 million suit filed against 13 major league baseball clubs. The suit was filed in U. S. District Court, Chicago, last Feb. 21 [B•T, Feb. 25]. In that suit Liberty claims it suffered business damage through loss of baseball broadcast rights. The network contended the defendant club owners operated a monopoly and named all clubs but the Chicago White Sox, Cincinnati Reds and Brooklyn Dodgers.

Rumors about the network's future were rife last week following Mr. McLendon's closed circuit talk. One report was that Sears, Roebuck & Co. was not renewing its Liberty contract effective May 16. The Sears campaign involved two five-minute five-weekly series promoting Coldspot freezers.

Earlier in the spring Liberty denied rumors it would not broadcast baseball in 1952, and it has been carrying play-by-play programs since the season opened.

The network has obtained important income by charging affiliates for its program service, tapping local sources of revenue.

A problem facing the network since it filed suit against major league baseball clubs has centered around the hesitation of national sponsors in signing contracts while litigation is pending, according to some affiliates.

Under the new Liberty operating schedule, it is understood, the network will open at 12 noon (EST) and continue to 8 p.m. This is expected to require rescheduling of some programs.

Among current Liberty sponsors are such national advertisers as General Mills, Pequot Mills and Amana refrigerators.

Last March Liberty went through a revamping process by reducing the New York sales organization. At that time Mr. McLendon said the step was designed to bring about economies in view of the amount of business originating in the office.

The LBS key outlet is now KLEE Houston, formerly KLEE [B• May 5]. Network headquarters are to be moved from Dallas to Houston.

Topping the Liberty organization are Barton R. McLendon, father of Gordon, and H. R. Cullen, prominent Texan. Program origination points include Dallas, New York and Washington.

SDX AWARDS

Murrow to be Honored

EDWARD R. MURROW of CBS-TV's news show, *See It Now*, on May 19, will add more honors as a Fellow of Sigma Delta Chi to his George Foster Peabody Award [B•T, May 5] at the national professional journalism fraternity's 1952 presentation ceremony and banquet at Chicago's Conrad Hilton hotel.

Among Sigma Delta Chi Distinguished Service Award winners will be Jim Monroe, news director of KCMO Kansas City, and William E. Griffith Jr., radio news writer of KMBC Kansas City, both for coverage of the 1951 flood. A public service award will go to NBC's WMAQ-AM-TV Chicago for its news broadcasts on the narcotics problem, particularly the three-program series, *The Black Mark*, by Len O'Connor [B•T, April 7].

Others were honored as follows:

Elected Fellows of SDX: Irving S. Dilliard, editor of the St. Louis *Post-Dispatch* editorial pages, and Dr. Alberto Gainza Paz, editor and publisher of Buenos Aires' *La Prensa*.

Public service awards: Chicago *Sun-Times*, for its campaign leading to the arrest of a murderer, Policeman Michael Moretti; *McCall's* magazine, for its article, "Who's Trying to Ruin Our Schools?" by Arthur D. Morse.

Individual winners: Editorial cartooning, Herbert Block (Herblock); Washington *Post*, and Bruce Russell, Los Angeles *Times*, both for third time; general reporting, Victor Cohn, Minneapolis *Tribune*; foreign correspondence, Ferdinand Kuhn, Washington *Post*; foreign and domestic affairs, AP Correspondent John Hightower, Washington; editorial writing, Robert M. White, Mexico (Mo.) *Ledger*; news pictures, Edward De Luga, Chicago *Daily News*, and Roger Wrenn, San Diego *California Union*; magazine reporting, Bill Davidson, for his *Collier's* article, "The High Cost of Dying."

Charles Clayton, national SDX president, will preside at and address the ceremonies. Walter G. Curtis, president of the Headline Club, Chicago SDX chapter, will make remarks, and Gideon Seymour, Minneapolis *Star* and *Tribune* executive editor, will keynote the banquet session. Victor E. Bluedorn, SDX national executive director, made the announcements of winners April 3.

Trade Bill to Senate

AS result of House passage last week the Senate now must consider legislation to restore the so-called "fair trade" retail price-fixing laws in 45 states. It would cancel out court decisions last year which thumbed down state trade laws intended to bar price-cutting on name-brand goods. The Supreme Court ruled that laws could not make a price agreement between one manufacturer and one retailer binding on all retailers in the state unless all retailers actually sign the agreement.

YOUR BEST CUSTOMER: THE FARMER

By ROBERT E. DUNVILLE

MEET your best customer, your prosperous, ready-to-buy customer who is growing younger, establishing higher educational standards, and buying more merchandise because he has more spendable cash. He's the American farmer.

This man—the American farmer—owner of his own property and destiny, is the current American capitalist. Today he lives in a modern home—comfortable and attractive—full of modern conveniences. He has a well-equipped kitchen—and a late model car. Unlike the farmer of old, today he sends his children to good schools and more of them to college.

And this is the most important factor:

The farmer's average net worth today is approximately $25,000. Farming is big business—represents a big capital investment. Many of us are paying for a home or car; not your best customer. He owns his. And even though his credit is good he usually pays cash for his expensive equipment, his tractor, his truck, his corn picker, as well as his day-by-day purchases of consumer items.

In 1940 gross income from farming in the United States was nearly $11 billion. By 1945, this had increased to $22 billion, and in 1950, $32 billion—up 194%. Latest figures show farm income in 1951 was higher than ever—$37.5 billion.

* * *

TODAY farmers are buying more consumer merchandise. Taking 1940 as the base, the index of their general merchandise purchases rose from 100 to 148 in 1945, and in 1950 to 263, two-and-a-half times the merchandise purchased in 1940—up 163%.

The modern farmer is building up his plant. Taking the value of farm construction in 1940 as our index of 100, we find an increase of only 11 points by 1945. In 1950, however, this index rose to 453—up 353%. Total farm assets in 1940 amounted to $54 billion, with 12%, or $6.6 billion mortgaged. In 1951, total farm assets were $153 billion as mortgages dropped to 4% or only $5.8 billion. Farm assets rose $165%, and mortgages dropped 67%.

How many families are saving 50% of their income? Only 4% of total families save this proportion, but 13% of farm families do. How many save 30% of their income? Only 12% of total families do while 31% of farm families make this saving. The farmer's higher percentage of savings is remarkable in the face of his increased spending and debt reduction.

Farmers have more ready cash than ever before. In 1940 the United States farm total was over $4 billion. In 1945 it was up to $14.5 billion, and in 1951 nearly $20 billion, a jump of 400%. That represents spendable cash per farm family amounting to $3,178—many times the liquid assets of the average city dweller.

That's the national picture, and it may be applied with minor variations to most sections of the country.

* * *

RURAL communities are no longer just wide spots in the road. Today with good roads, good cars and a desire for good things, farm families come to town to buy their consumer goods. They buy at the super market and the chain drug store. These purchases in self-service stores represent the volume tonnage of consumer goods sold today.

Joseph B. Hall, president of the Kroger Co., confirms this fact. Mr. Hall says, "Nearly half of our sales are in rural communities. The manufacturer who advertises both to the rural and the urban public has a real advantage." The importance of the rural consumer is further underscored by another authority on marketing—W. P. Napier, executive vice president, A. C. Nielsen Co.—who says: "Clients are shocked by the amount of business in small towns."

Purchases of 24 grocery and drug store items were studied in a recent survey by the WLW Cincinnati research department through the People's Advisory Council. The findings show 70.5% of rural families buy these products, compared to 71% of urban families. Like similar surveys over the past five years it showed the rural customer buys the same consumer goods as do city people.

Our research people looked into another aspect—the intention of the farmer to buy electrical appliances. What we found in the WLW area, we believe may be applied to other areas across the nation.

In 1940 only nine of every 24 farms had electricity. By 1945, this had risen to 13. In 1951, fully 21 of every 24 farms in our area were using electricity. A third of all farms electrified since 1945 means a tremendous electrical appliance market.

This survey of buying intentions

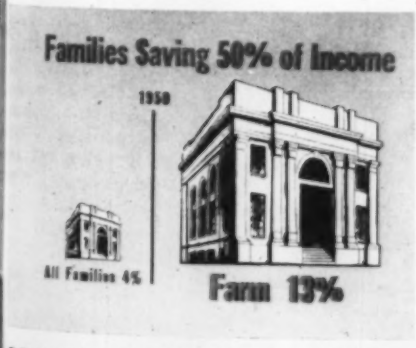
(Continued on page 38)

* * *

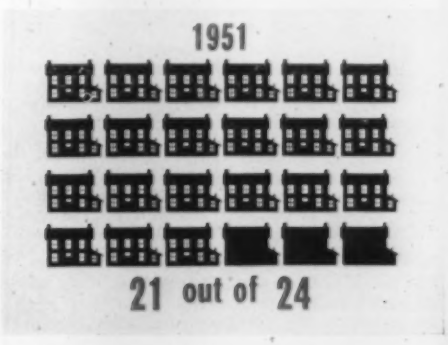
THE AUTHOR, president of Crosley Broadcasting Corp., has reached the top through the sales department. He used government and Crosley research department statistics as sources of this article. Mr. Dunville believes much of the data will prove valuable to others in the broadcasting industry who seek to point up the wealth in the rural market. Crosley stations include WLW, WLWA (FM), WLWT (TV) Cincinnati, WLWB (FM), WLWD (TV) Dayton, WLWF (FM), WLWC (TV) Columbus and WINS New York.

Mr. Dunville

SAVINGS of 50% of their incomes by U.S. families in 1950 saw 13% of farm families saving that amount, compared to only 4% of total families saving 50%.



ELECTRICITY study by WLW Cincinnati of farms in its area showed nine of every 24 farms using electricity in 1940, but 21 of every 24 in 1951, a jump of one-third.



CONSTRUCTION by U.S. farmers, with values based on 1940 index of 100, rose to a figure of 453 in 1950, a jump of 353% in farm building values.

CBS MERGER

WCCO, WTCN-TV Details

DETAILS of CBS's merger of its WCCO Minneapolis-St. Paul with WTCN-TV interests in the same city were disclosed last week in a transfer application filed with the FCC. The Minnesota merger was on of two which CBS worked out last March in moves to strengthen its position in the TV network sweepstakes [B•T, March 10]. The other was buying a 45% interest in KQV Pittsburgh.

Nub of the Minneapolis-St. Paul merger is the creation of Midwest Radio & Television Inc. to be owned 53% by present WTCN-TV owner Mid Continent Radio - Television Inc. and 47% by CBS. Mid Continent puts up WTCN-TV and $212,000 while CBS does the same with its 50-kw WCCO (on 830 kc) and $188,000.

Mid Continent's WTCN has been sold to former U. S. Ambassador to Cuba and Australia Robert Butler and associates for $325,000 [B•T, April 21]. Station operates on 1280 kc with 5 kw day and 1 kw night. Transfer application has not yet been filed.

Original cost of WCCO was $480,625.49, according to the application. Replacement value was put at $734,750.

Original cost of WTCN-TV, which operates on Channel 4 with power of 17.9 kw, was $506,098.90, according to the application. Replacement value was put at $535,-103.03.

Mid Continent Owners

Mid Continent is half owned by Northwest Publications (Ridder Newspapers) and the Minnesota Tribune Co. (which does not publish a newspaper). It also owns 40% of WEMP-AM-FM Milwaukee.

Ridder newspapers include the *St. Paul Pioneer-Press* and *Dispatch*, *Duluth News-Tribune* and *Herald*, *New York Journal of Commerce*, *New York Staats-Zeitung* and *Herold*, *Aberdeen* (S. D.) *American* and *News*, *Grand Forks* (N. D.) *Herald*, and a minority interest in the *Seattle Times*. Ridder interests own WDSM Superior, Wis., control KSDN Aberdeen, S. D., and KILO Grand Forks, N. D.

Total assets of Mid Continent as of Jan. 31 were given as $1,427,-207.36, of which $603,207.53 was in cash.

CBS listed its total current assets as of March 1 at $64,333,186, of which $12,683,076 was in cash. Total current liabilities was given as $31,760,870.

Application stated that the present staff of WCCO, under General Manager Gene Wilkey, will be retained. It also stated that the management of the new Midwest company would be in the hands of the present Mid Continent officials. Chairman of the new company will be William J. McNally, the application stated. President of Midwest will be Robert B. Ridder, it showed.

Approval of the WCCO-WTCN-TV merger will give CBS the following ownership lineup: WCBS-AM-FM-TV New York, KNX-AM-FM and KNXT(TV) Los Angeles, WBBM-AM-FM Chicago, WEEI-AM-FM Boston, KMOX St. Louis, KCBS-AM-FM San Francisco, 45% of WTOP-AM-FM-TV Washington. In addition to the 45% buy into KQV Pittsburgh, CBS will buy WBKB (TV) Chicago for $6 million if and when the FCC approves the merger of ABC with United Paramount Theatres. CBS is a TV aplicant for Chicago, Boston and San Francisco.

OPERATOR RULES

NARTB Amends Request

RELAXATION of the FCC's operator rules to permit AM and FM stations using 10 kw power with omnidirectional antennas to be run by remote control, and to give authority to use restricted operators to stand transmitter watches was filed last week by NARTB. Petition was an amendment to the request filed earlier this year to permit same relaxation for stations using up to 5 kw power [B•T, Feb. 18, 11, 4].

NARTB's petition and amendment stressed that the technical calibre of broadcast equipment is now of such high standards that the requirement for a first-class radio-telephone operator to attend each transmitter is obsolete.

Amendment also asked that the authority to dispense with first class operator's presence also apply to such stations using more than 10 kw in power, or a directional antenna part of the operating day. NARTB asked that relaxation be authorized for that part of any station's operation that falls within the meaning of 10 kw omnidirectional radiation.

The amendment called attention to an NARTB board resolution calling for boosting the cutoff power to 10 kw "after concluding that there was no real basis for limiting the benefits of the relief to AM and FM stations operating omnidirectionally with powers of 5 kw or less." It was filed by Bernard Koteen, special counsel to NARTB on this matter.

Opposition to the petition has been voiced by operators in letters to the FCC and to BROADCASTING • TELECASTING [B•T, Feb. 18, 11]. Station owner Homer H. Haines (part-owner of WNAE Warren, Pa.) has also objected to the relaxation of the operators' rules [B•T, Feb. 18].

NBC Oregon Coverage

NBC radio will continue its grass roots coverage of important primary elections with the vote in Oregon Friday, to be broadcast via KGW Portland and KMED Medford. A special network program, *Oregon Primary Preview*, will be broadcast from 10:35-11 p.m. EDT Thursday, with results of the balloting slated for airing from 12:30-12:45 a.m. Friday. News editor of the primary coverage will be Frank Coffin, KGW program manager, with commentators Chuck Foster and Lawson McCall of KGW and Jennings Pierce and Russell Jamison of KMED.

NARTB DUES

Multiple Members Get Discounts

NARTB plan to give reduced combination dues to members ow more than one licensed station was put in effect Thursday by a special committee comprising board members.

The three-man committee implemented the plan at a meeting w NARTB President Harold E. Fellows; Judge Justin Miller, board chairman, and C. E. Arney Jr., secretary-treasurer. Members of the board group are Harold Essex, WSJS Winston-Salem, N. C., chairman; Robert T. Mason, WMRN Marion, Ohio; Clair R. McCollough, WGAL Lancaster, Pa.

Action of the committee is subject to ratification by the board at its June meeting. The proposal was set up by the board in February and follows careful study of t membership situation.

Application forms will be d tributed within a few days to co panies owning more than one s tion. It was made clear that AM-FM unit is considered one s tion and cannot be separated take advantage of combinat dues.

Since the plan was designed become effective April 1, the d count schedule will be retroact to that date for members who h all their stations in membership that time.

The schedule for discounts f lows:

1 unit—basic rate
2 units—10% discount on all
3 units—15% discount on all
4 units—20% discount on all
5 units or m re—25% discount all.

The present policy will be consider 50% or more ownersh of a property as ownership und terms of the discount formula.

Applications for discounts will subject to approval by the Ex committee after it has a chance study each case.

Transcription Rules Committe

NARTB headquarters last w announced membership of a n Transcriptions Rules Committ headed by Michael R. Harr WHCU Ithaca, N. Y., a Radio Boa member [B•T, May 5]. On t committee with him are Willi Fay, WHAM-AM-TV Rochest and Walter Compton, WTTG (T Washington.

The committee was authorized the board at its February meeti to ask the FCC to lift its requir ment that stations identify recor ed and filmed programs as produce by electrical transcription. The r quirement would remain for new programs having transcribed seg ments. The committee will me May 19 at NARTB Washingto headquarters.

President Fellows called a mee ing of the AM Committee May 2 23 at the Ambassador Hotel, Ne York. Members are Glenn Sha KLX Oakland, chairman; Joh Esau, KTUL Tulsa; Simon R. Gol man, WJTN Jamestown, N. Y.; Wi liam C. Grove, KFBC Cheyenn Wyo.; Lee Little, KTUC Tucso Ariz.; Paul W. Morency, WTI Hartford; John F. Patt, WGA Cleveland; G. Richard Shafto, WI Columbia, S. C.; F. C. Sowel WLAC Nashville. Alternates ar R. Sanford Guyer, WMOA Mar etta, Ohio; Harry W. Linde KWLM Willmar, Minn., and Rich ard H. Mason, WPTF Raleigh, N.C

PA. ASSN. MEET

Elect Clipp President

ROGER W. CLIPP, general manager of WFIL-AM-TV Philadelphia, was elected president of the Pennsylvania Assn. of Broadcasters at its May 3-5 meeting, held at Nittany Lion Inn, State College, Pa. He succeeds John S. Booth, WCHA Chambersburg.

Other officers elected were William J. Thomas, WCPA Clearfield, vice president; David J. Bennett, WKBO Harrisburg, secretary (re-elected), and James Murray, KQV Pittsburgh, treasurer.

Eight district directors were elected: Roy E. Morgan, WILK Wilkes-Barre; Charles R. Petrie, WISL Shamokin; Joseph M. Cleary, WESB Bradford; Robert Trace, WMGW Meadville; Thomas B. Price, WBVP Beaver Falls; Jack M. Snyder, WFBG Altoona; A. K. Redmond, WHP Harrisburg; Louis H. Murray, WPAM Pottsville; named directors-at-large were Frank H. Altdoerffer, WLAN Lancaster; Joseph Connolly, WCAU Philadelphia; Robert R. Nelson, WARD Johnstown; George J. Podeyn, WHJB Greensburg.

Penn State Plans

Milton Eisenhower, president of Pennsylvania State College, told the broadcasters he felt the college would not be justified in spending a large sum for a television station, especially in view of its remote location. He suggested the college could perform a public service by developing programs for telecast on commercial stations.

Harold E. Fellows, NARTB president, addressed the Monday luncheon, discussing NARTB legislative activities and other association functions.

Other speakers included Roy Thompson, WRTA Altoona; Paul Good, U. S. Chamber of Commerce; Ben Gimbel, WIP Philadelphia, and Victor J. Diehm, WAZL Hazleton. A series of panel discussions was held, including a forum on television for small market broadcasters and a tape-recorded forum on UHF.

Tom W. Metzger, WMRF Lewistown, was chairman of the convention committee with Mr. Connolly, program chairman.

YOU CAN KNOW *Everything* ABOUT YOUR AUDIENCE IN IOWA!

Probably the first axiom in advertising is that to do an optimum job, you must know exactly to *whom* you are talking, at what *time,* under what *circumstances.*

Many advertisers have told us that the only precise data they have on most newspapers and magazines is "rates and circulation"—and that this doesn't provide the information needed for smart selling. For fourteen years, the annual Iowa Radio Audience Survey has presented a complete, accurate and detailed picture of the radio audience in Iowa. Using these Surveys, you know exactly *who* is listening to the radio at any time of day or night—men, women, children—urban, small town and farm—their economic and educational status—their preferences for various types of program materials—and dozens of other facts to help you plan your strategy.

The 1951 Iowa Radio Audience Survey is now available. It is the result of personal interviews with 9,180 families—all scientifically selected from Iowa cities, towns, villages and farms to present a true picture of the radio audience in Iowa. It is a *must* for anyone who wants to get the ultimate value from his advertising dollars, in Iowa. Write direct for your copy, or ask Free & Peters.

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

SELL THE HEART OF INDIAN H

OVER **WIBC** INDIANAPOLIS, INDIANA'S FIRS ND

When all the yardsticks of time buying are applied to WIBC, this station emerges as one of the soundest purchases in all radio. With 50,000 watts on 1070 KC, it has the largest coverage area of any Indianapolis outlet and enjoys complete dominance of the rich Indianapolis market. The selling power of WIBC is felt far into strategic portions of Kentucky and Ohio as well.

As the country's 28th metropolitan market and the key distributing and shopping center for the entire state, Indianapolis is a vital consideration for the advertiser—who can reach out, over WIBC, into an area that covers 1,077,356 radio families.

Blair-represented WIBC has earned its position as one of the territory's outstanding stations through the excellence of its local programming. Virtually every personality featured by WIBC has become a long-time favorite with listeners, which is a tribute not only to their talents but also to this station's splendid music and production facilities.

As exclusive representatives of WIBC, John Blair & Company—along with an impressive list of important advertisers—have factual proof that the size of WIBC's audience is matched by its responsiveness. No matter what you have to sell, you can sell it at low cost over WIBC. Call your John Blair man today!

EASY GWYNN, whose "Easy Does It" and "Easy Listening" disc jockey programs are consistently first in Hooper D. J. surveys. His mail count has averaged 5,000 a month for the past eight years, and has gone as high as 2,500 a day in contests.

GILBERT I. BERRY
General Sales Manager

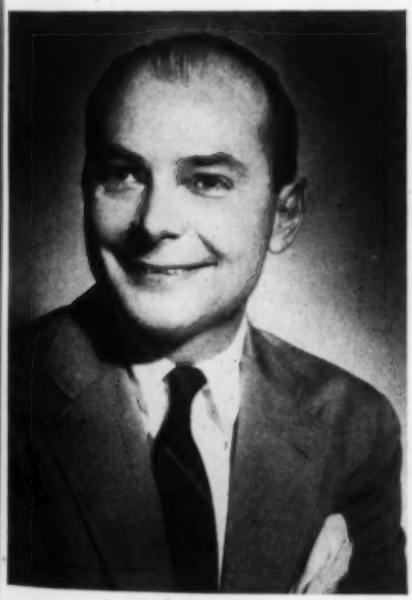
"Platter Party", a family type musical request program with **MILT LEWIS**, enjoys the second top local rating in opposition to three networks and TV.

THE JOHN BLAIR WAY

AND ONLY 50,000 WATT STATION

"Harper's Farm Fair" features **DIX HARPER**, who for the fourth time in the last five years was presented the National Safety Council's public interest award for service to farm safety. With a long list of commercial successes to his credit, Dix Harper pulls mail from seventeen states.

JACK MORROW and **COUSIN CHICKIE**, whose "Country Carnival" was so immediately successful it was expanded from thirty minutes to an hour and a half. "Reveille Revelry" is their other hit program, featuring music, time and weather reports, morning news.



RICHARD M. FAIRBANKS
President and General Manager

John Blair & Company specializes in radio representation exclusively. Since we are entirely removed from any other operation or function, we are able to give the stations we represent our full time and our full efforts...as specialists in selling via spot radio.

JOHN BLAIR & COMPANY
REPRESENTING LEADING RADIO STATIONS

POLITICAL TIME

Z Bar Net Adopts Policy

NEW policy designed to give candidates for major political office one free period each, with commercial facilities available at regular rates, has been adopted during the primary campaign by the XL stations in the Northwest and Z Bar Net, headed by Ed Craney.

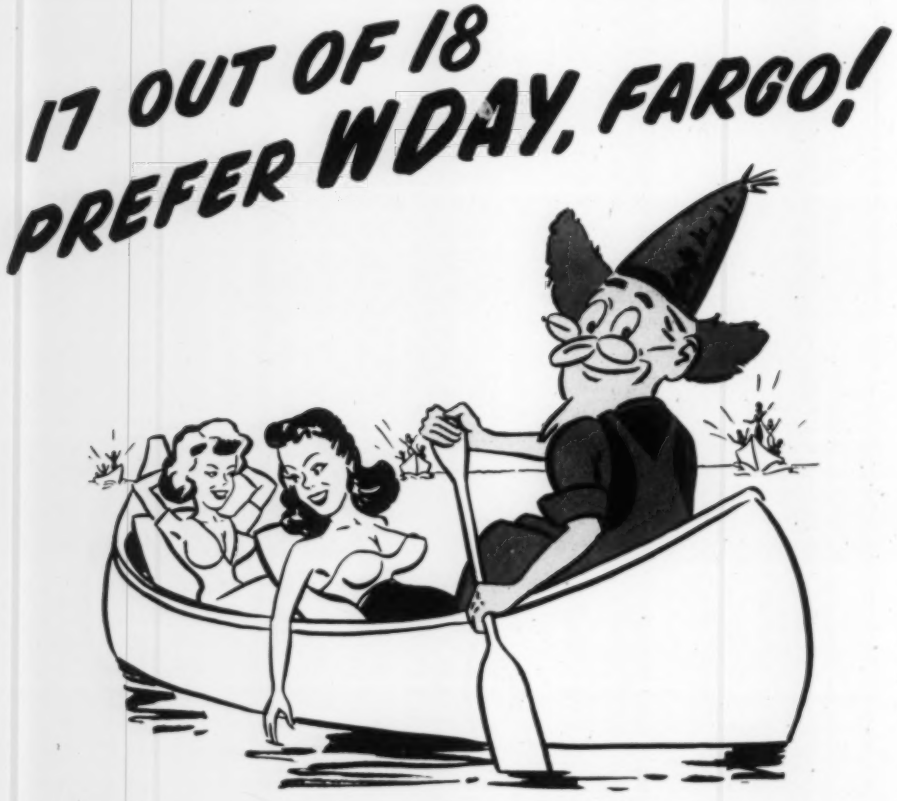
Each candidate for governor, U. S. Senator, Congressman and secretary of state, within the station areas, will be given a 14½-minute time period to be taken from sustaining availabilities and used as a single unit. The time must be used by the candidate personally.

Candidates may use facilities further at regular commercial talk rates. "Any individual, group or organization in support of a legally qualified candidate" is qualified to buy time "provided the candidate provides the originating station of the Z Bar Net with a written statement that such individual, group or organization is authorized to speak on behalf of such candidate on each specific occasion," the Z Bar Net instructions specify. They continue:

"The Z Bar Net authorizes no group or individual to act in its behalf in arranging for broadcasts except the managers of its individual stations, who will clear the time, accept payment in advance for the broadcast, receive the signed letters of authorization to broadcast (in case of other speaking in behalf of a candidate), provide and receive the signed indemnity agreement and deliver the contract to party or organization purchasing such time."

Z Bar will sell time up to the normal closing time of the local station on election eve, with national network political broadcasts having priority over all others for time clearance. State broadcasts are second in priority, county third and city fourth. National network commercial programs will be cancelled when all sustaining time and local commercial time has been exhausted, it is explained. Announcements will be sold only on run-of-schedule basis.

In the instructions sent candidates by KXLY Spokane, Wash., the station insists that all talks by persons other than candidates be submitted 48 hours before broadcast time.



"To what radio station does your family listen most?" As part of an independent survey made by students at North Dakota Agricultural College, this question was asked of 3,969 farm families in 22 prosperous counties within 90 miles of Fargo. 74.6% of the families named WDAY; 4.4% said Station "B", 2.3% Station "C", 2.1% Station "D", and so on.

WDAY was a 17-to-1 choice over the next station . . . a 3½-to-1 favorite over all other stations combined!

In Fargo's home county, WDAY was the first choice of 87.2% of the families, as against 5.8% for Station "B". *Here WDAY was a 15-to-1 choice over the next station . . . a 6½-to-1 favorite over all other stations combined!*

BMB figures, Hoopers and mail-order returns all tell the same amazing story on WDAY and the rich Red River Valley. *Get all the facts.* Write us direct, or ask Free & Peters!

WDAY • NBC • 970 KILOCYCLES • 5000 WATTS

FREE & PETERS, INC., Exclusive National Representatives

NBC SESSIONS

Midwest Affiliates M

THIRTY NBC affiliated sta from the Midwest were represe at the second of the netwo series of promotion, press and m chandising sessions on radio Chicago last week. The netw and its executives were host more than 40 station men at m ings in the Palmer House Mon and Tuesday.

Harry C. Kopf, NBC vice pr dent and general manager WMAQ and WNBQ (TV) Chica presided at the meetings. On M day, Fred Shawn, director of ra station relations, introduced Ja A. Evans, manager of radio adv tising and promotion; Gordon M radio network sales manager, C cago; Jack Ryan, Chicago pr manager; William Ray, Chica news and special events manag Fred Dodge, director of merch dising; Clyde L. Clem, supervi of audience promotion, and H Beville Jr., director of plans a research. Luncheon entertainm was provided by Tommy Bartle *Welcome Travelers* personal after which a slide film presen tion of "Summer Radio—1952" w shown.

Tuesday discussions inclu speeches by Ludwig Simmel, ma ager of the network's co-op sa and Mr. Clem, as well as gener discussion on network and affili plans for sales promotion merch dising, publicity, news and re search. Alex Drier, Chicago ne work commenator, spoke at th luncheon.

Those attending included:

Mel Kampe and Ed Maxwell, WMA Springfield, Ill.; Clem Scerback, WTA Cleveland; Milt Greenebaum, WSA Saginaw, Mich.; Ray Pederson, WDA Fargo; John Schweiker, WHO D Moines; M. Wayland Fullington an Ward Glenn, WIRE Indianapolis; Jac Zinselmeier, Jack Frazier and F. G Feinthel, WLW Cincinnati; John Ale ander, KODY North Platte; N. V Bakke and Bruce Wallace, WTMJ Mi waukee; Clifton Westin Jr., WO Omaha; Richard Gourley, WSP Toledo.

Joe Floyd and Larry Benston, KEL Sioux Falls; W. T. McClorin KVO Tulsa; Leonard G. Anderson, WKB La Crosse; David Hayle, WOOD Gran Rapids; J. R. McKinley, WTAC Flin Ray Scales, WKY Oklahoma City; Cu Wyler, KTSM El Pasco; Robert Nelson WEAU Eau Claire, Wis.; Don Degraw and Edwin K. Wheeler, WWJ Detroi David Pasternak, KSD St. Louis; Fre Reed, WOC Davenport; Alex Keese WFAA Dallas.

Charles W. Hill, WAVE Louisville Joe Cook, KSTP St. Paul; G. David Gentling, KROC Rochester; John Meagher, KYSM Mankato; Ken Gordon and "Red" McAleece, KDTH Dubuque Joseph D. Mackin, WMAM Marinette and Jess Hadsell, WOWO Ft. Wayne Ind.

WHIM Business Up

WHIM Providence has celebrated its fifth birthday anniversary with the biggest cake in its history. General Manager Bob Engles reported that billings for the first quarter are up 30% over the same period last year. As part of the anniversary observance, WHIM sponsored a slogan contest, awarding $100 in cash and other prizes to listeners submitting slogans. The winning slogan: "WHIM — the listening post you tune to most."

New England's First Complete Broadcasting Service -- AM-FM-TV

in new haven

it's A.M. in the P.M.

Yes, night-time radio in New Haven has received a hefty shot in the arm with the injection of strong NBC shows to brighten up one of New England's old reliable voices.

WNHC-AM delivers as many as 748 families for one dollar evenings thruout the week --

and that's just the beginning . . .

WNHC - AM has been NBC for less than five months. Ratings will grow. Values will increase.

For a complete broadcasting promotion, merchandising SALES campaign *choose*

WNHC AM

The Elm City Broadcasting Corporation

Represented by the Katz Agency

millions listen

millions buy!

WJR

the GREAT VOICE *of the* GREAT LAKES

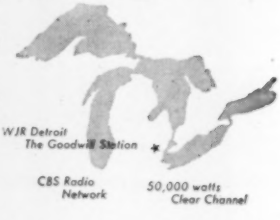
Each radio home in WJR's coverage area spends almost 1,000 dollars a year on food!

		% of National Total
Population	12,601,300	8.3
Radio Homes	3,784,170	8.1
Food Sales	$3,266,766,000	9.4

Get *your* share of the tremendous food sales in the Michigan-Great Lakes area. Pre-sell these radio families on your products . . . by using WJR, the station with the greatest coverage in this area.

For specific success stories in this large food market, write WJR or see your Edward Petry representative today.

Remember . . . millions buy WJR-advertised products!



FREE SPEECH MIKE

Radio—America's Greatest Advertising Medium

Represented nationally by Edward Petry & Company

WJR Eastern Sales Office: 665 Fifth Ave., New York

Network Rate Cuts

(Continued from page 23)

network sources. Meanwhile, NBC officials maintained they were doing their best to protect the rate card.

Like CBS Radio's subscription to the new Standard Audit surveys, NBC has signed for the new A. C. Nielsen Co. Station Audience studies, also now in progress and slated for completion in late summer.

Meanwhile, one radio network and the owner of another figured in a sponsorship proposal which some affiliates estimated would be the equivalent of knocking off up to 45% of stations' card rates. The principals: NBC and General Tire & Rubber Co., controlling stockholder of Mutual.

As reported by Affiliates, NBC asked stations to clear time for General Tire sponsorship of a total of 2¼ hours spread over the days, the Affiliates to be paid on the basis of one hour of Class A time. The programs would consist of coverage of the National Open Golf Tournament on June 12, 13 and 14.

The plan was said to encompass the following time periods (EDT): Thursday, June 12, 8-8:15 p.m.; Friday, June 13, 8:30-8:45 p.m., and Saturday, June 14, 3-3:15, 4-4:15, 5-5:15, 6:30-6:45, and 7:30-8:15 p.m.

May 20-21 Meeting Topic

The overall rate situation is one of several subjects slated for the May 20-21 meeting of the Affiliates Committee to be held at the Ambassador Hotel in New York starting a luncheon May 20.

Chairman Morency said last week his group "views with regret" the "rather spasmodic and opportunistic approach" which it feels has been taken with respect to advertiser pressures for lowered time costs. At the same time, he said, "strong indications" that some or all networks may boost their daytime rates are heartening.

He contended that, even though advertisers want to buy for as reasonable a price as they can, they are even more concerned that their competitors do not get better buys than they. A great deal of pressure, he felt, would disappear if advertisers were assured that all were getting the same deal. Similarly, he thought, one agency would be less apt to try to lure accounts from others on the promise that "I can get it for you cheaper," thus again reducing the rate turmoil.

Representatives of both A. C. Nielsen Co. and Standard Audit are expected to appear—separately — to explain their respective measurement studies to the committee.

Another agenda item is selection of a successor to Leonard Kapner, who has asked to be relieved of committee membership because of the pressures of duties at WC… Pittsburgh, of which he is pre… dent and general manager. M… Morency expressed regret at … Kapner's withdrawal.

Mr. Morency himself has ser… notice of intention to retire … chairman as soon as the perma… committee structure, formally a… thorized at a meeting of all s… porting member-stations during … NARTB convention six weeks a… is completed. Much of this w… may be done at the May 20-21 me… ing, but efforts are afoot to co… tinue him in office although he … sists that he must be free to spe… more time on WTIC manage… duties.

While the rate pot boiled … spokesman for one advertiser wh… reportedly had renewed time … CBS Radio at a healthy discount… Campbell's Soups, for *Club 15*, 7:… 45 p.m. EDT Monday-Wednesd… Friday—denied late last week th… the renewal had been made or th… any cut in rates had been offere… and said that final decision on r… newal would be disclosed to the ne… work shortly before the deadli… which is May 21.

KTOK SALE

Would Sell to Tex. Grou…

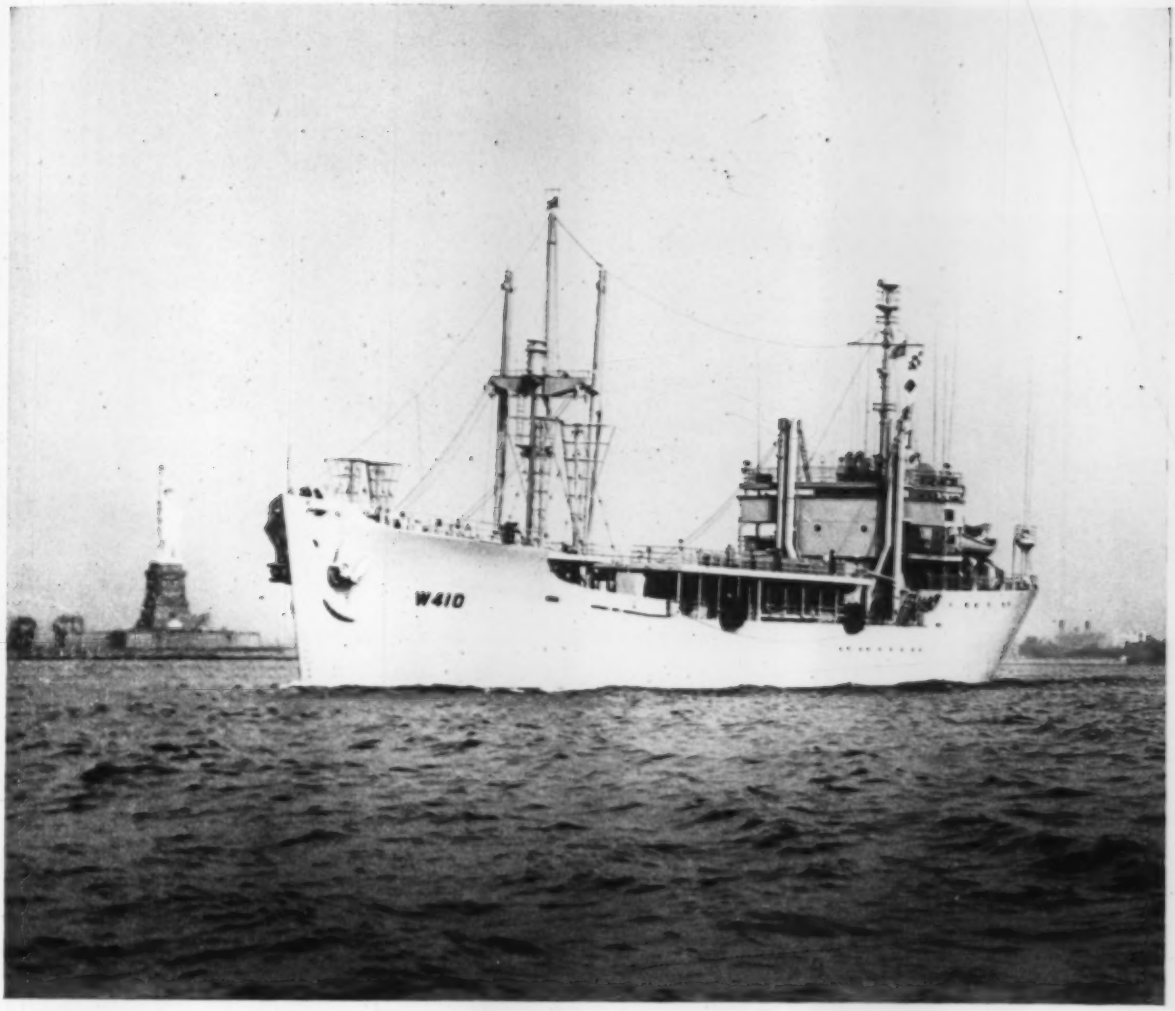
CONTRACT for the sale of KTO… Oklahoma City by O. L. (Te… Taylor to the newly forme… Amarillo Broadcasting Co. f… $225,000 was in process of prepara… tion last week.

New firm, which recently a… quired KFDA Amarillo for $24… 000 from the Nunn interests, e… pects to have application for th… transfer before the FCC within… ten days. The KFDA transfer n… is awaiting FCC approval [B•T… March 3].

Principals of Amarillo Broa… casting Co., which would acquir… the stock of KTOK Inc. from M… Taylor, are C. C. Woodson, pub… lisher of the *Brownwood* (Tex.… *Bulletin* and of other newspapers… who also holds oil interests; Wi… dell Mayes, president of KBWD… Brownwood and KNOW Austin… Charles B. Jordan, vice president… of Texas State Network and as… sistant general manager of KFJZ… Fort Worth, and Gene Cagle, pres… dent of TSN.

A recent transaction, whereby… KTOK would have been sold to th… Kerr-McGee interests in Tulsa f… $225,000, in a parlay also invol… ing WEEK Peoria, controlled by… Sen. Robert S. Kerr, was cancelled… [B•T, April 28]. This paved the… way for the disposition to the… Texas group, subject to customary… FCC approval.

Mr. Taylor, chairman of the O… L. Taylor Co., station representa… tives, in addition to KTOK, owns… KANS Wichita and KRGV Wes… laco.



Floating "Voice" to Pierce Iron Curtain

To parry jamming tactics and reach more remote areas, the Voice of America is adopting the novel technique of using a ship as a floating transmitter.

For this purpose a cargo ship has been converted at Bethlehem Steel's Hoboken, N. J., Shipyard into a floating radio station. This vessel, named the *Courier,* which is operated by the United States Coast Guard for the State Department's Voice of America, is equipped with both medium and short-wave transmitters. Its sending power is very great—greater than that of any standard radio station in the United States. Messages broadcast from the United States are picked up and relayed from the ship via a special antenna raised above the ship's deck by a captive barrage balloon.

The conversion work completed, the *Courier* left the Bethlehem Hoboken Yard in the early part of this year, ready and able to go anywhere in the world.

With the aid of this highly mobile, powerful station, broadcasts of the Voice of America are expected to get through to listeners in deep Iron Curtain territory hitherto sealed off from the outside world.

BETHLEHEM STEEL

BETHLEHEM STEEL

XUM

WSAZ
HUNTINGTON, W. VA.
SERVING 3 STATES

RESULTS!
RESULTS!
RESULTS!

A
USED CAR
DEALER *
USING
ONE 15
MINUTE
PROGRAM
PER WEEK
SOLD
9 USED
CARS
ON HIS
PROGRAM ON
SATURDAY
APRIL 5, 1952

* Name of Advertiser
And other information
furnished on request

5000 WATTS DAY
1000 WATTS NIGHT
930 KC

RADIO STATION
WSAZ

BMI CLINICS CONTINUE

Attendance 3,0

A BUSY last week saw 21 more BMI program clinics completed in the United States and Canada for a total of 38 through Saturday with attendance well above the 3,000 mark [B•T, May 5]. The clinics wind up this week with meetings in Alabama and Maine today (Monday), in St. John, New Brunswick on Wednesday and Toronto on Friday.

Last week's progress was reported as follows.

VANCOUVER, B. C., May 5

The Vancouver BMI clinic drew 156 broadcasters, with William Harold Moon, assistant general manager, BMI Canada Ltd., acting as chairman.

Dave Baylor, general manager, WJMO Cleveland, made the opening talk, with Maurice Finnerty, president, CKOK Penticton, B. C., discussing profits and service in single station communities.

William Holm, general manager, WLPO LaSalle, Ill., emphasized local news, and Harry McTigue, general manager, WINN Louisville, talked on "Music Is Our Business."

President F. H. Elphicke, British Columbia Assn. of Broadcasters, was chairman at the clinic luncheon, which was addressed by Carl Haverlin, BMI president. Other talks were made by Joseph G. Csida, editor-in-chief, *Billboard* magazine, and Mahlon Aldridge, general manager, KFRU Columbia, Mo.

ALEXANDRIA, La., May 5

Louis Read, commercial manager, WDSU-AM-FM-TV New Orleans, speaking of the importance of programs in account servicing, told Louisiana broadcasters: "Radio people everywhere are beginning to realize that in radio they have the nation's No. 1 mass-medium of communication" and "in most instances to do something about making changes wherever changes are indicated. . . . There will always be plenty of listeners available. It's up to us to give them the programs they want to hear. If we do this, and do it well, those all-important sales will follow. . . ."

BATTLE CREEK, Mich., BMI Clinic April 30 saw these three ironing out a clinic problem: Seated, Dan Jayne, general manager, WELL Battle Creek, president of Michigan Assn. of Broadcasters and president of the Committee of State Assns. of Broadcasters; standing, John McLaughlin (l), advertising manager, Kraft Foods Corp., and Sydney Kaye, BMI board vice chairman and general counsel.

* * *

WICHITA, May 5

Gene Trace, vice president and general manager, WBBW Youngstown, Ohio, addressing the Kansas broadcasters, said that what follows after the sale may make sales renewals possible.

"The program director should constantly be striving to build programs that are salable and he should let the commercial department know about it," he said.

"There must be the closest cooperation from every department," he said. "Successful radio stations are not in the habit of carrying deadwood." Mr. Trace also addressed the St. Louis, Des Moines and Chicago clinics during the week.

Al Marlin, BMI field representative, acted as chairman, and Ben Ludy, president, Kansas Assn. of Broadcasters and general manager, WIBW Topeka, presided. Other scheduled speakers included: Arden Booth, manager, KLMN Lawrence; Ed Yocum, general manager, KGHL Billings, Mont.; Bess M. Wyse, general manager, KWBW Hutchinson; Manuel Rosenberg, editor, *The Advertiser;* Bruce Behymer, farm editor, KFH Wichita, and D. Gordon Graham, assis... program director, WCBS ... York.

MILWAUKEE, May 5-6

George T. Frechette, gene... manager, WFHR Wisconsin R... ids and managing director, W... consin Network, thought local ne... was the "key to greater audien... and greater sales."

Mr. Frechette, who also spo... Wednesday at the Minneapolis cl... ic, told Wisconsin Broadcast... Assn. members that interviews wi... men and women of the Arm... Forces "are the kind of progra... local sponsors want and will buy... He also described his station's c... tests and programs, some offeri... prizes, and of a taped Christm... program recording holiday acti... ties.

Ben Laird, WBA president a... general manager, WDUZ Gre... Bay, presided. Burt Squire, BM... field representative, was chairma... Other speakers were Milt Slat... production manager, WNEW Ne... York; W. Robert Rich, program d... rector, WBEN Buffalo; Emers... Smith, program manager, KDY... Salt Lake City; Gus Haganah, vi... president, Standard Radio Inc.; James Hanlon, public service broad... casts director, WGN Chicago, a... Harold Safford, program manage... WLS Chicago.

ST. LOUIS, May 6

Joseph Slattery, assistant pro... gram director, KWTO Springfiel... Mo., told Missouri broadcaster... they should make special efforts t... reach rural audiences.

He advised "building your show... around a personality and giving... him honest products to advertise." He also advised encouraging visitors, personal contacts and service...

(Continued on page 103)

upcoming

May 12: BAB Sales Clinic, Omaha.

May 12: BMI Program Clinic, Jefferson Davis Hotel, Montgomery, Ala.

May 12: BMI Program Clinic, Augusta House, Augusta, Me.

May 12-13: NBC radio promotion-press-merchandising workshop, Hollywood, Calif.

May 13: Advertising Club of New York, annual meeting, New York.

May 14: Public hearing on nomination of Rosel H. Hyde for re-appointment as FCC Commissioner; Senate Interstate and Foreign Commerce Committee, Room G-16, U. S. Capitol.

May 14: BAB Sales Clinic, Wichita.

May 14: BMI Program Clinic, Admiral Beatty Hotel, St. John, N. B.

May 15-17: Board of Governors, Canadian Broadcasting Corp., Chateau Frontenac Hotel, Quebec.

May 16: BAB Sales Clinic, Oklahoma City.

May 16: BMI Program Clinic, King Edward Hotel, Toronto.

May 16-17: Fourth Southwestern IRE conference and radio engineering show, Rice Hotel, Houston, Tex.

May 19-20: BMI television clinic, New York.

May 19-22: Electronics Parts Show, Conrad Hilton Hotel, Chicago.

Your Best Customer

(Continued from page 29)

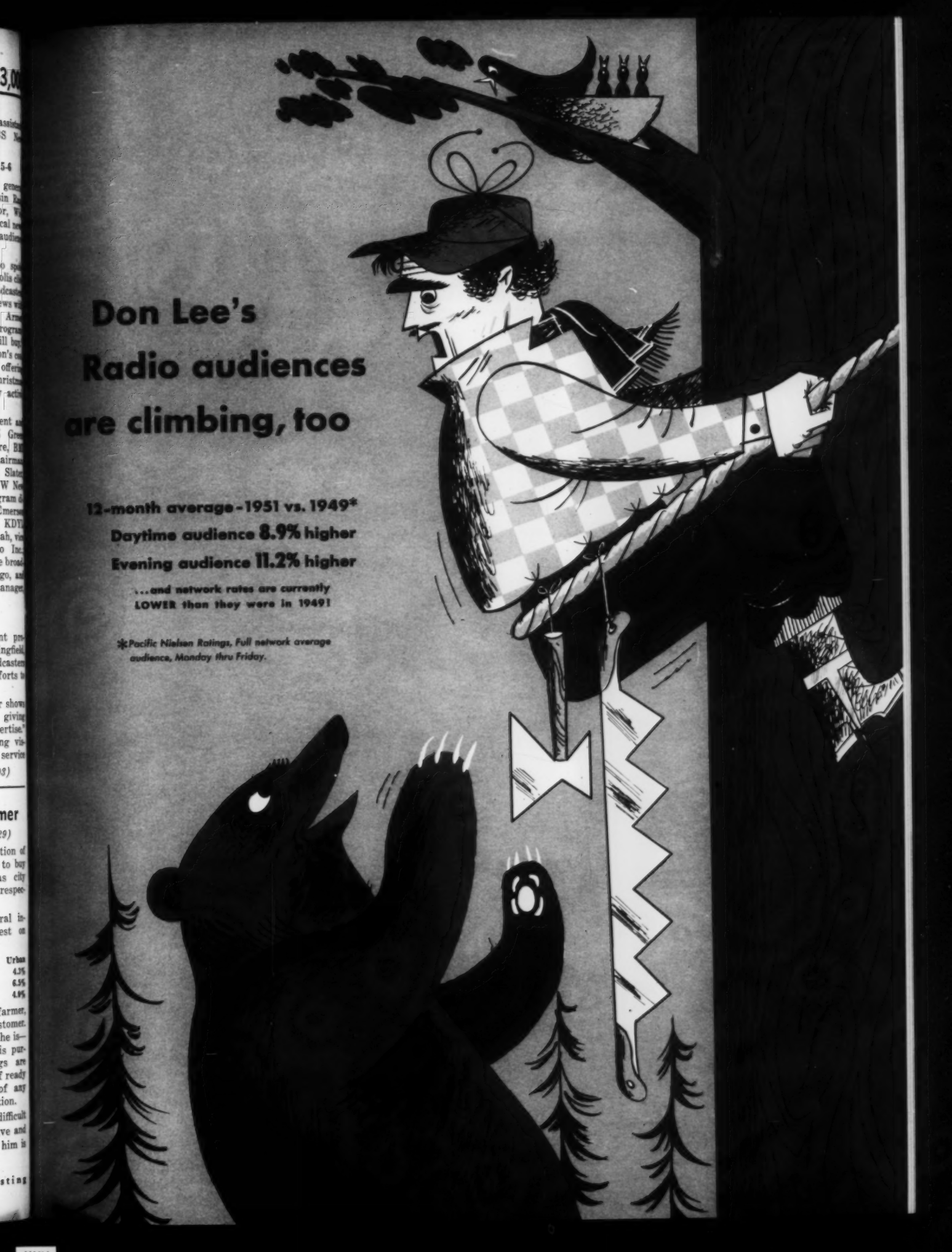
showed the average proportion of rural families who planned to buy is practically the same as city families, 6.1% and 6%, respectively.

Percentage wise, the rural intention to buy was highest on these products:

Product	Rural	Urban
Home freezer	10.2%	4.1%
Refrigerator	8.5%	6.5%
Electric range	5.7%	4.9%

That, broadly, is the farmer, your biggest prospective customer. You've seen how prosperous he is—how high his income is. His purchases are up, his savings are amazingly high, his supply of ready cash is higher than that of any other segment of our population.

It is true the farmer is difficult to reach but the most effective and economical way of reaching him is through radio.


Don Lee's
Radio audiences
are climbing, too
12-month average - 1951 vs. 1949*
Daytime audience 8.9% higher
Evening audience 11.2% higher
...and network rates are currently
LOWER than they were in 1949!
*Pacific Nielsen Ratings, Full network average audience, Monday thru Friday.

DON LEE GIVES THE MOST COMPLETE, CONSISTENT, LOCAL COVERAGE OF THE PACIFIC COAST AT THE LOWEST COST PER SALES IMPRESSION OF ANY SALES MEDIUM

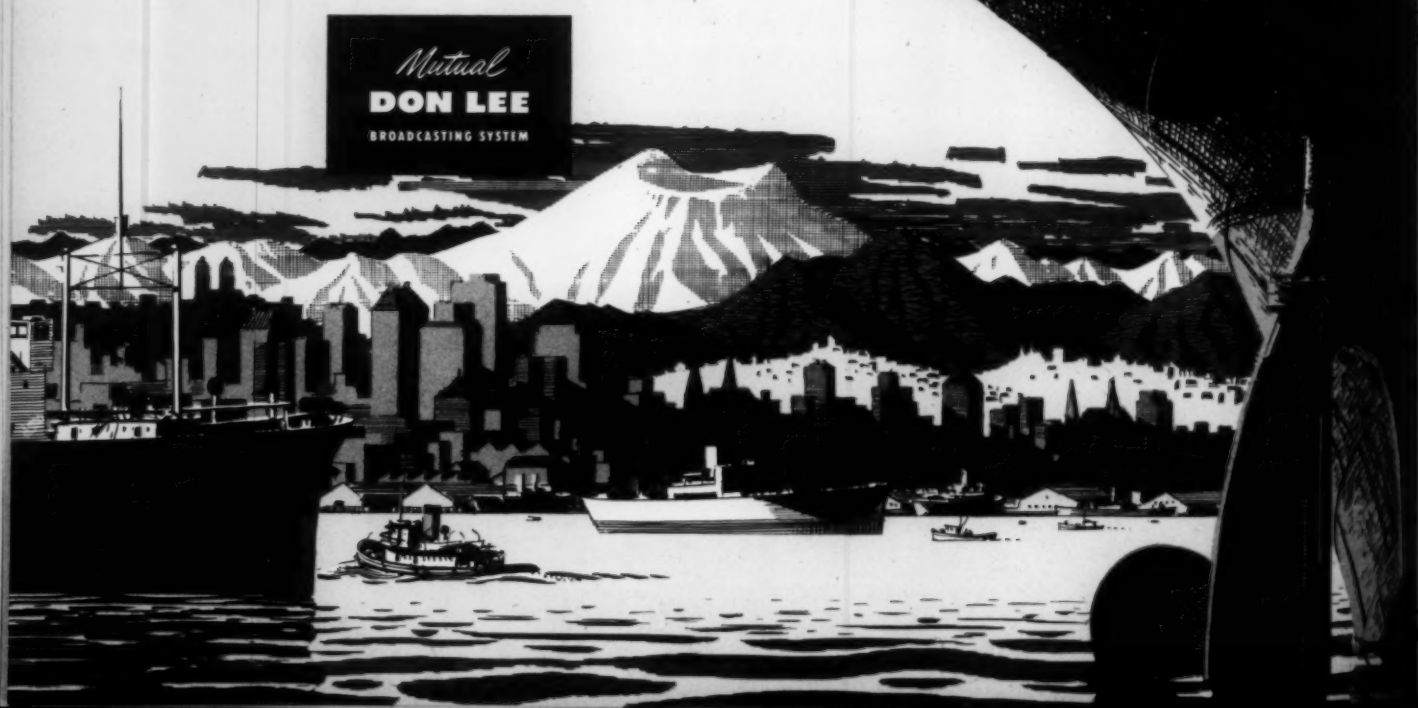
On the Pacific Coast, over 14 million people are distributed throughout 323,866 square miles. It takes a *big* advertising medium to cover it. Only Don Lee is big enough to sell your customer *locally* in 45 important markets from their own *local* network station. Only Don Lee has the flexibility to match *your* distribution. No waste! You buy what you need, where you need it.

That's why Don Lee consistently carries more Pacific Coast regional business (with more regional shows in the top 10) than any other network. The advertisers who know the Pacific Coast best also know the best Pacific Coast sales medium ...Don Lee.

Represented Nationally by John Blair & Company

The Nation's Greatest Regional Network

1313 North Vine Street Hollywood 28, California



ABS ADDS SIX

Affiliates Number 554

GNING of six new affiliates by utual, bringing the network total 554 stations, was announced last eek by Earl M. Johnson, vice esident of station relations and gineering.

The six were:

WJPG Green Bay, Wis. (1440 kc, w day, 1 kw night), licensed to een Bay Newspaper Co. and headed A. B. Turnbull, president.

WDBQ Dubuque, Iowa (1490 kc, w), licensed to Dubuque Broadsting Co., with James D. Carpenter ecutive vice president and general nager.

WYVE Wytheville, Va. (1280 kc, kw, day), licensed to Wythe County oadcasting Co., with Arthur M. ates Jr. as general manager.

KVOZ Laredo, Tex. (1490 kc, 250), licensed to Uvalde Broadcasters, ith W. J. Harpole as manager.

WJCM Sebring, Fla. (1340 kc, 250), licensed to Highlands Broadcastng Co., under the presidency of enry L. Jollay.

WPKY Princeton, Ky. (1580 kc, 250 , day), licensed to Princeton Broadsting Co., with Leslie Goodaker as wner and general manager.

ETAIL AD RISE

Seen in NRDGA Survey

RISE in retail advertising dgets was indicated last week in survey by the National Retail ry Goods Assn.

Responding to a survey of "more an 60 outstanding merchants om 55 different cities and 34 ates," according to NRGDA, 41% id they planned to increase adertising budgets this year, while 4% reported they would spend e same amount as last year and 9% indicated their appropriations ill be less than in 1951.

The question on advertising plans as one of a large number on which e stores were surveyed by RDGA.

xpensive Haircut

TWENTY years ago, shortly after arriving in Cleveland to start WGAR, John F. Patt, now WGAR president, went into a barbershop for a haircut. The barber, Al Klein, was a Detroit Tigers rooter. Mr. Patt, with his newly-found civic pride, bet Mr. Klein that the Cleveland Indians would finish ahead of the Tigers in the American League pennant race. If Mr. Patt won, he would receive a haircut, shave, shoeshine and manicure, all personally administered by Mr. Klein. If, however, Mr. Klein won, he was to be given 15 minutes of WGAR time to predict baseball happenings. Every Cleveland opening day since, Mr. Patt has relinquished the 9:30-9:45 a.m. segment to the barbershop prognosticator, Mr. Klein.

A REPORT ON RFE . . .

Europeans Learning the Truth—Withycomb

RADIO Free Europe's operation in Munich is a perfect example of international cooperation, Donald Withycomb told BROADCASTING • TELECASTING last week on his return to New York after a year's service as studio manager of the RFE Munich plant.

Studio and transmitter personnel are almost entirely German, Mr. Withycomb said. The top supervisory and departmental heads are Americans. Producers, writers, announcers and other program staff are mostly refugees from the Iron Curtain countries. "At times the atmosphere resembles the Tower of Babel," he said, "but still the show goes on—from 5 a.m. to 1:15 a.m. daily."

Commenting on the RFE operation, Mr. Withycomb said that he felt privileged to have had a year's participation in "a unique type of anti-communist radio program service directed to the Iron Curtain countries. Through the use of high power medium wave, short wave and relay transmitters beamed toward the east from locations in Germany and Portugal, those who have receiving sets in Hungary, Poland, Czechoslovakia, Roumania and other countries can learn the truth not only about what is actually happening in their own localities which have been trampled under foot by the communists and their native quislings, but through the careful production of hundreds of hours each week of programs transmitted in their native tongues, these people are told what the Western World is doing to help their cause."

Asked about the balloonscasting which was inaugurated last summer, Mr. Withycomb expressed the opinion that this method of reaching a very wide group of people in the eastern countries is about as effective a counter propaganda weapon as can be devised at this time.

"I hope that this endeavor will be reactivated on a considerably larger scale," he said. "It is one type of operation the communists cannot jam."

Mr. Withycomb is planning to reenter the TV consulting field, in which he was active as consultant to Meredith Publishing Co., owner of WHEN (TV) Syracuse, before joining RFE. He is establishing headquarters at 150 East 39th St., New York.

FCC DISPROVES RUMOR

Spread by Newspapers

ALARMING implications publicized by San Francisco newspapers when an FCC radio engineer quit two weeks ago leaving "all of Northern California and Nevada uncovered" were largely disproved by the FCC last week.

Resignation of Frank T. Roach as a radio engineer in the San Francisco field office inspired a front page news story that was headlined: "Lone FCC Man Gives Up—Dangers of Illegal Radio Interference Here Told." The story quoted Roach as saying he was unable to do his work properly because of the lack of funds.

Although Mr. Roach was mainly responsible for investigating complaints—interference as well as illegal transmissions — the FCC pointed out that he was not the only engineer engaged in that work. Nor was he the only one in the San Francisco field office, it was emphasized.

Mr. Roach was reported in newspaper stories to have said that he received 60 to 80 complaints a month from airlines, military, TV set owners, etc., and that he had more than 200 unanswered complaints on his desk when he quit.

BUY MYSTERY SHOWS

Michelson Announces Sales

CHARLES MICHELSON Inc., New York, producers of radio and television transcriptions, announced last week the signing of five more stations for across-the-board mystery programming: WSYR Syracuse, WTOP Washington, WCMB Lemoyne, Pa., WHB Kansas City, Kan. and KLKC Parsons, Kan.

Michelson, which started sales of half-hour transcribed mysteries in blocks about eight months ago, reported its packages now cover 83 markets and summer sales total an all-time high for the company, $105,000.

Morehouse Apppointed

P. B. MOREHOUSE, chief of Trade Practice Conferences Division, Federal Trade Commission, has been appointed assistant general counsel in charge of compliance for the commission, succeeding Joseph S. Wright, who resigned. Trade practice division, which promulgates rules for various industries (including radio-TV), will be headed by Allen C. Phelps, FTC Chairman James M. Mead announced Monday. Mr. Phelps was moved from the Export Trade Division of which he was chief.

TENTATIVELY titled *Ask Dr. Gallup*, a transcribed pre-election program featuring the pollster with political news, trends and analyses, has been signed as a six-time weekly 7:05-7:10 a.m. feature on WCBS New York. The 26-week series, produced by George F. Foley who handled Dr. Gallup's '48 election programs on TV, is scheduled to start today (Monday). The daily 5-minute transcription has also been purchased for 26 by WTOP Washington and WCAU Philadelphia.

First or Second in

38

Quarter Hours

Between 6 a.m. and 7 p.m.*

WFBR "HOME-GROWN" SHOWS OUTSTANDING IN AUDIENCE AND RESPONSE!

Looking for a place to put your minute spots in Baltimore? Pick the WFBR "home-growns"—outstanding participation shows! For instance:

CLUB 1300

Completely outclasses its field—No. 1 show of its kind!

MELODY BALLROOM

Top-rated disc jockey show in Baltimore!

NELSON BAKER SHOW

1st in its time period!

EVERY WOMAN'S HOUR

Top-rated 30-minute woman's show!

SHOPPIN' FUN

Top locally produced show in its period!

MORNING IN MARYLAND

Misses being tops for 3-hour period by a fraction!

Buy where the top shows are—buy on . . .

*Jan.-Feb. 1952 Pulse Report

WFBR

ABC NETWORK

5000 WATTS IN BALTIMORE, MD.

THE People's Choice* IN PORTLAND OREGON

SELLWOOD-MORELAND

A small portion of the Sellwood-Moreland shopping area serving a retail trade area of more than 50,000 persons.

Nearly 100 per cent of western homes have radios and in the area serviced by KGW that means an impressive audience for your product advertising. The Great Northwest where radio is king and the king of western radio is KGW! With more than 30 years of leadership and community service KGW's listener loyalty and appeal pays off for you. You are keyed to the Great West with product advertising on KGW. Act now to reap the reward of the best procurable radio advertising available in the Northwest!

CIVIC LEADER

Bob Shaw, Sellwood Furniture dealer, acclaims, "KGW is the leader in this area. Local programming and public service you cannot duplicate."

Celebrating our 31st Year of Leadership and Community Service

KGW

NBC AFFILIATE

PORTLAND, OREGON

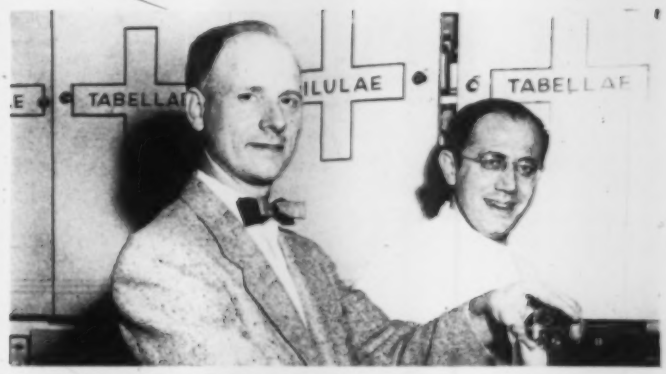
CAREER WOMAN

Em Reifschneider of Emily May's junior department store, reports, "Where women shop you hear about KGW because it gives the clear concise type of news features, entertainment, shopping news that's so important to today's shoppers."

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., Inc.

THE PEOPLE'S VOICE TELLS THE CHOICE: KGW!

HOUSEWIFE Steffie Steffens relates, "Listener loyalty you can't buy comes with the pioneer prestige that spells out KGW, truly the choice in Portland."

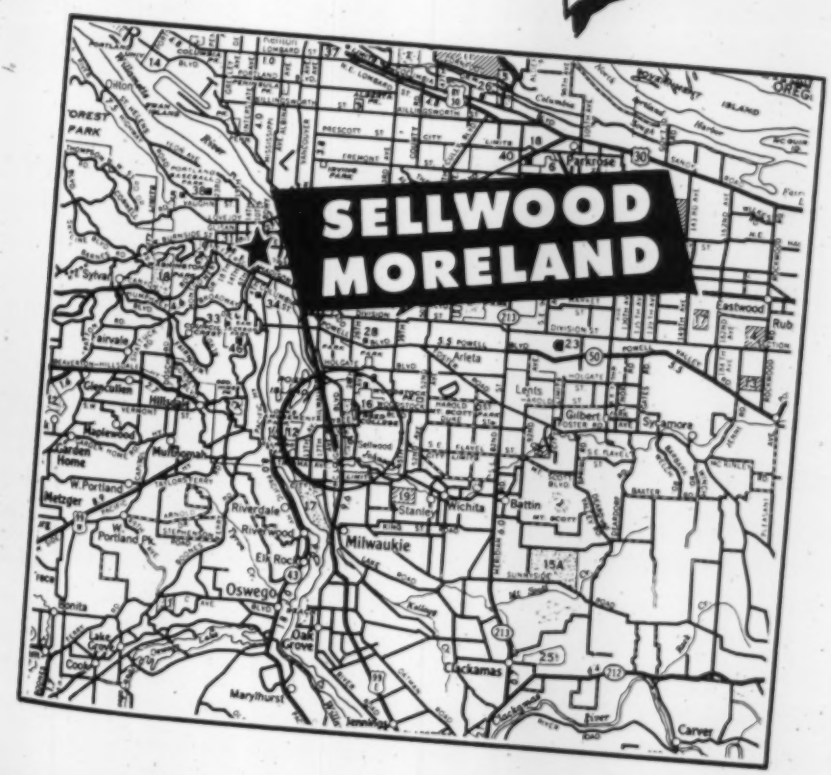


DRUGGIST Al Smith, shown with Pharmacist Bernard Klonoff, states, "The right prescription for any ailment is tuning to six-two-oh, the 'People's Voice' in Portland, KGW!"

HARDWARE STORE
Partner Bob Wall reports, . . . "When you say radio in the Northwest you immediately think of KGW, the west's best."

Sellwood-Moreland
One of Portland's oldest and best loved districts, where KGW is in tune with the people.

GROCER Don Rife says, "Sales increase more than 20% when national brand products are advertised on KGW. *THE* radio station of our area is KGW."



DOCTOR Gordon Pefley, well-known community leader, says, "I've known KGW for the past 30 years and it 'knows' the people. That's why it's truly the 'People's Choice.' "

CKLW

OUT-PULLS

ALL OTHER DETROIT STATIONS IN

"Mystery Melody" Contest!

- Proof positive of the powerful impact and listening popularity of this 50,000 watt station. This one month CKLW came near to outpulling four other stations *combined* with this unique sales gimmick, identical on all stations, at a "lead" cost of approximately one third the next ranking station. Proof again that in the Detroit Area you can't miss when you schedule CKLW. Plan your schedule now! Put this 50,000 watt power to work for you at less cost . . . for greater response!

HERE ARE THE FACTS

	Leads	Expenditure	Cost Per Lead
CKLW	10,448	$4057.00	38.8 cents
Station B	3,943	3800.00	93.8 cents
Station C	2,609	3800.00	$1.46
Station D	992	1300.00	$1.31
Station E	3,863	3600.00	93.2 cents

In The Detroit Area It's

CKLW MUTUAL

Adam J. Young, Inc. National Rep.

Guardian Bldg. Detroit 28, Mich.

J. E. Campeau President

IBA-UI CLINIC

Free Radio News Urged

BREAKDOWN of barriers against access to government news was urged by Fred Siebert, director of the U. of Illinois School of Journalism, at a clinic attended by 50 Illinois radio news directors May 1-2 at Urbana.

Mr. Siebert, addressing the clinic sponsored by the journalism school and the Illinois Broadcasters Assn., said radio newsmen should work with groups such as the American Society of Newspaper Editors in focusing attention on public officials.

Bill Ray, manager and news director of NBC's WMAQ Chicago, outlined work of the National Assn. of Radio News Directors nationally and NBC in Chicago in opening the doors to government news, and Glen Farrington, news director of WTAX Springfield, described his campaign for more news from the Illinois legislature.

Mr. Siebert suggested setting up a weekly radio-press conference with the governor and individual legislators, which he said could lead to an official tape recording of all legislative proceedings to be made available to newsmen.

Other participants in problems at the clinic included: Ray Livesay, past president of IBA and manager of WLBH Mattoon; Robert Eickmeyer, news director, WTAD Quincy; Bert DeBarr, program and news director, WVLN Olney; Wick Evans, news director, WDZ Decatur; Don Brown, assistant U. of Illinois professor of journalism; Fred Hinshaw, news director, WLBC Muncie, Ind.; Laverne Waltman, news director, WLPO LaSalle; Glen Broughman, WQUA Moline; Jack Shelley, news director, WHO Des Moines, Iowa; Brooks Watson, news director, WMBD Peoria; Prof. Quincy Howe, formerly with CBS and now news analyst for WILL Urbana, U. of Illinois station, and Herschel Schooley, representative of the Office of Public Information, Dept. of Defense, Washington.

Small Newsroom Operations

Speaking on profitable practices for small newsrooms, Mr. Hinshaw stressed working with station time salesmen and sponsors and competent coverage of local news; Mr. Waltman suggested use of correspondents similar to those of a newspaper in getting news from outside a city; Mr. Broughman said the "beep" recorder should be used for maximum interest.

Prof. Brown pointed out the value of news written in readable style and with "flow," yet having individuality. Mr. Shelley said newsmen were not exploiting weather news, which he said means dollars and cents both to the station and the listener.

Prof. Howe spoke on current issues and best political coverage of news. Mr. Watson described WMBD's election results coverage.

NBC Chime-Play

IT RINGS the bell. That's the idea of NBC radio in using special theme, composed by Meredith Willson and based on the network's chimes, to symbolize broadcasts by name dance bands. Ringing in of the chime theme, to be used for opening of every NBC radio remote dance-program, was slated for the network at 12:05 a.m. EDT Saturday with broadcast of Woody Herman's orchestra from New York's Statler Hotel.

HOLLENDER NAMED

To 'Ike' Radio-TV Post

ALFRED L. HOLLENDER, executive vice president and partner of Louis G. Cowan Inc., New York producers of radio-TV packages, has been named director of radio and television activities by Citizens for Eisenhower, S.S. Larmon of Young & Rubicam, vice chairman of the national group's public relations committee, announced last week.

Mr. Hollender

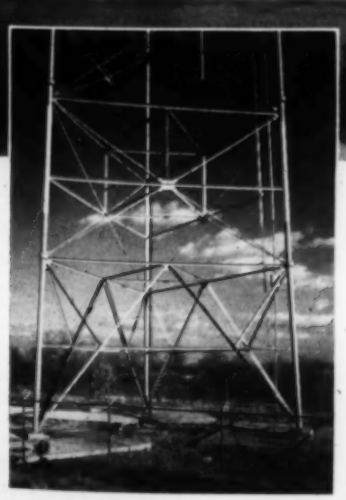
Mr. Hollender's position will require his supervision of radio-TV coverage of the Abilene, Kans. speech to be made by the general June 4, production of future network shows for the candidate, preliminary planning for summertime convention coverage, and preparation of special material for use in various states, it was pointed out.

Formerly associated with WIND and WJJD Chicago, Mr. Hollender, during the war, was chief of the OWI Radio Outpost Division and, overseas, a member of Gen. Eisenhower's Supreme Headquarters staff with the Psychological Warfare Division. He later was chief of radio and communications for the American zone of Germany.

Thomson Elected

ROY H. THOMSON, owner of CKGB Timmins, CJKL Kirkland Lake, and CFCH North Bay, all Ont., as well as a string of 14 Canadian and one United States dailies, was elected president of Canadian Press at Toronto April 30. Victor Sifton, *Winnipeg Free Press* (CKRC Winnipeg), was elected honorary president. New directors of Canadian Press, whose newspapers have radio station affiliates include D. B. Rogers, Regina *Leader-Post* (CKCK Regina); Arthur R. Ford, London *Free Press* (CFPL London); Arthur L. Davies, Kingston *Whig-Standard* (CKWS Kingston); Herve Major, Montreal *La Presse* (CJAC Montreal), and T. F. Drummie, St. John *Telegraph-Journal* (CHSJ St. John).

Symbol of experience



WPJB-FM-TV Broadcasting Station, Providence, R.I., using a Truscon Self-Supporting Radio Tower 431 feet high, to support an RCA-TV Double Antenna 2-Section Pylon 14.7 feet high.

Years of research and development are represented in this Truscon Self-Supporting Radio Tower, designed and erected by Truscon for WPJB-FM-TV Broadcasting Station, Providence, Rhode Island.

In every corner of America, and in many foreign countries, there are outstanding examples of Truscon Tower design for AM, FM, TV and Microwave broadcasting. Truscon has the designers, engineers, and fabricators with an unexcelled fund of practical knowledge to meet every tower requirement.

Your phone call or letter to any convenient Truscon district office, or to our home office in Youngstown, will bring you prompt, capable engineering assistance on your tower problems. Call or write today.

TRUSCON® STEEL COMPANY
Subsidiary of Republic Steel Corporation
1074 Albert Street, YOUNGSTOWN 1, OHIO

TRUSCON
MARK OF MERIT
PRODUCTS

TRUSCON ... a name you can build on

there's

conflict

in the conference room when a list is being checked!

The media buyers are on the spot. They've made up their list. They've dug up information, talked to space and time representatives, boned up on all the facts...

Now they've got to SELL their selections to the toughest buyers of them all—the account executives and top men in the agency...

The questions come thick and fast—

"Are you sure this paper leads in grocery linage?"

"What proportion of this TV audience is *young marrieds?*"

"Which dealer paper has run the most articles on clerk training?"

"Are per-capita drug sales higher in Boston than in Baltimore?"

"Don't *all* farm papers have Women's Sections?"

No time now to dig for that market analysis; to study voluminous material. The facts that count now are those the media men can *remember, for sure*, and those they can lay their hands on, *fast*.

That's why they take Standard Rate and CONSUMER MARKETS right into the conference room!

There they have at hand quick sources of reliable information . . . facts assembled and organized by the experienced staffs of Standard Rate & Data and CONSUMER MARKETS.

The Los Angeles trading area? Industrial wages in Illinois? A map of Denver? Drug sales in Baltimore? They flip the pages of CONSUMER MARKETS; come up with accurate answers.

Circulation? Rates? Occupational breakdowns of business publications? They turn to the monthly SRDS books; scan the *standard listings.*

But some questions cannot be answered by *standard listings!*

"Which newspaper has the better out-of-city circulation?"

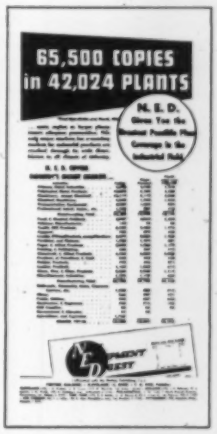
"How does this station promote its programs?"

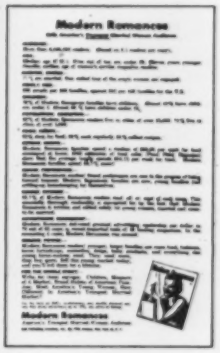
"What business paper leads in the top 25,000 plants?"

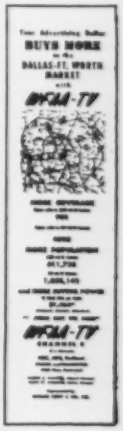
"What is the trend in magazines for men?"

These are not standard questions. They demand not just facts, but analyses of facts. And this is where Service-Ads in Standard Rate and in CONSUMER MARKETS come to the rescue. For this is the kind of information that approximately 1,050 publishers and station managers put into the space they took next to their SRDS listings last year; next to their market data in CONSUMER MARKETS.

In The First 3 Months of 1951 The
CHICAGO DAILY NEWS is
AGAIN FIRST
FIRST IN RETAIL
FIRST IN GENERAL
FIRST IN TOTAL
in GROCERY ADVERTISING
WITH 2,529,220 LINES
This was 43.5% of all Food Advertising Appearing in Chicago Daily Newspapers
CHICAGO DAILY NEWS





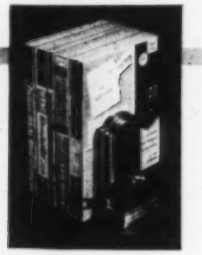


Service-Ads not only help busy media buyers BUY . . . they help them SELL!

s r d s

STANDARD RATE & DATA SERVICE, INC.

the national authority serving the media-buying function



Walter E. Botthof, Publisher

1740 RIDGE AVENUE • EVANSTON, ILLINOIS

SALES OFFICES: NEW YORK • CHICAGO • LOS ANGELES

publishers of **consumer magazine** rates and data • **business publication** rates and data • **national network** radio and television service • **radio** rates and data • **television** rates and data • **newspaper** rates and data • **transportation advertising** rates and data • **A. B. C. weekly newspaper** rates and data • **consumer markets,** serving the market-media selection function

KGW SALES PLAN
Brings Results in Portland

LOCAL merchandising plan by KGW Portland, Ore., featuring 13 city communities in a 26-week promotion campaign, has increased its national and local advertising despite the advent of television, the station reports.

The NBC affiliate's plan, which spotlights KGW-advertised national brand products with local grocers and has been used already in five communities, has resulted in additional support from business firms and listeners, with the station receiving requests for participation from grocers not included in the program to date, according to KGW officials.

Spot announcements tell of the various shopping centers featuring KGW-advertised brands, integrated with a KGW "banner store" idea, with much of the distribution of banners and store material by community booster organizations of businessmen. Competing grocers in the same area band together on "KGW Days" to promote the overall "banner" theme, the station reports, and new friends among listeners and in business circles have been added.

Kellert Plans Agency

RESIGNATION as sales manager of WOKO Albany, N. Y., after 15 years has been announced by Al Kellert, who will open an advertising agency to handle radio, television and newspaper advertising, merchandising, promotion and sales. Other posts held by Mr. Kellert during 25 years in the advertising field were as sales manager of WABY Albany and as display advertising staff member of *Knickerbocker News* and *Times-Union*, both Albany newspapers.

ABS BUSINESS
Six Sign Contracts

ALASKA RADIO SALES, New York, representing the six-station Alaska Broadcasting System, has reported expanding network business activity for 1952. Increased schedules, renewals, and new business for ABS were broken down as follows:

Anheuser-Busch Inc., through D'Arcy Adv., both St. Louis, has increased its spot schedule.

Hills Bros. Coffee Inc. through N. W. Ayer & Son, N. Y., Brewing Corp. of America through Benton & Bowles, N. Y., and Avoset Co. through Harrington-Richards div., Los Angeles, have all renewed spot radio schedules with ABS.

New contracts have been signed by Blatz Brewing Co., Milwaukee, through Kastor, Farrell, Chesley & Clifford, N. Y. and Philip Morris & Co., through Biow Co., N. Y., has signed for live weekend baseball games. J. A. Folger & Co. (Folger's coffee), through Raymond R. Morgan Co., both San Francisco, has placed a spot schedule with ABS. Latter was obtained by Duncan A. Scott & Co., West Coast representatives of network.

NBC COURSES
Set by Barnard College

BARNARD College, New York, will offer four professional courses as part of its six-week Summer Institute of Radio and Television, with classes to be taught in NBC studios by NBC staff members, it was announced last week.

To start June 30, the classes are intended for educators who want to incorporate radio-TV techniques in their own classes as well as for graduates preparing to enter the broadcasting field. Tuition fee for the Institute, which started last year, is $140.

Network instructors and their subjects are: Mrs. Doris Corwith, supervisor of public affairs, NBC Radio, who will teach an introductory course, surveying the entire industry and its operation; Patrick J. Kelly, supervisor of announcers, who will teach speech and microphone techniques, with NBC announcers conducting discussion periods; William Hodapp, producer of the NBC-TV series *American Inventory*, who will direct production and programming classes, and Ross Donaldson, NBC supervisor of literary rights, who will instruct a writing workshop course.

LAB ELECTS
Wilson of KPLC Named V. P.

DAVID A. WILSON, general manager of KPLC Lake Charles, La., has been elected vice president of the Louisiana Assn. of Broadcasters, succeeding J. C. Liner, KMLB Monroe, who died two months ago [B•T, March 17].

Mr. Wilson was named to fill his unexpired term at a dinner meeting of the association in Alexandria's Bentley Hotel May 4. A BMI clinic followed the meeting on Monday, according to B. Hillman Bailey Jr., LAB secretary-treasurer.

Arkansas Broadcasters

ARKANSAS Broadcasters Assn. will hold its regular late-summer meeting Aug. 25 in Little Rock. In conjunction, the ABA will hold its second annual sales clinic Aug. 24.

Tannen Fame

ERNIE TANNEN, program director, WGAY Silver Spring, Md., personifies "opportunity" to one English journalist, whose impressions of the U. S. are currently running in the *Manchester Guardian*. John Aldrich, whose series "American Journey", is currently appearing, tells of Mr. Tannen's discharge from the army in 1948 and his ambition to own part of WGAY or another similar station in the U. S. before he is 40.

Radio Still Dominates
THIS RICH MARKET

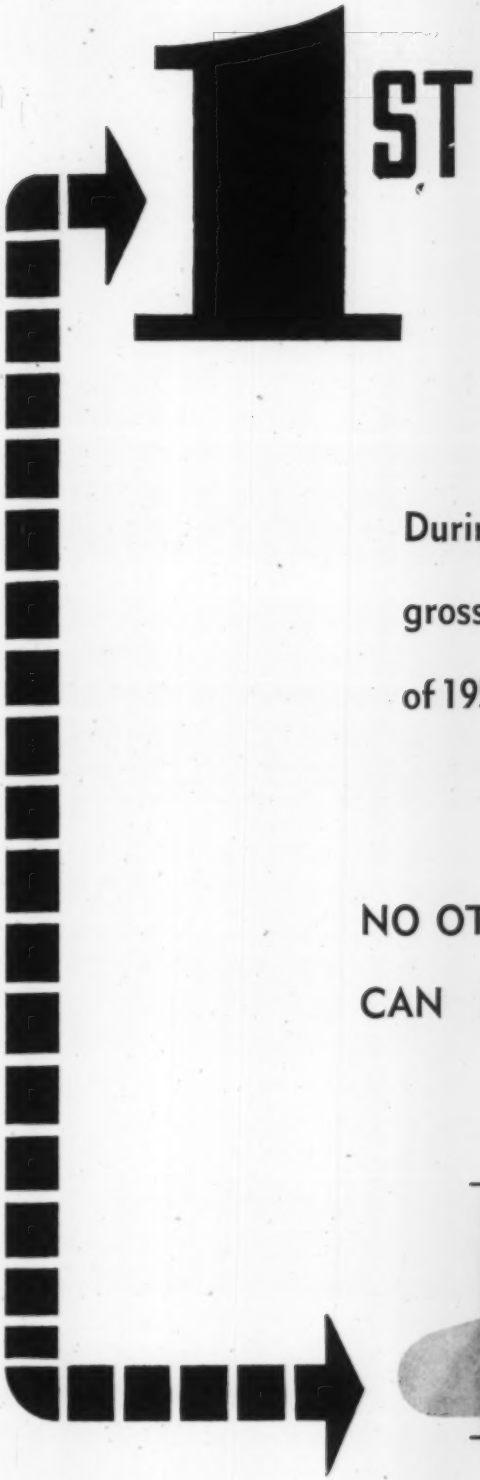
Radio delivers MORE sets-in-use in the South Bend market than before TV! . . . Hooper Serveys for Oct.-Nov. 1951 compared with Oct.-Nov. 1945 prove it. Morning up 6.8, afternoon up 8.0 and evening up 4.4. Television is still insignificant here because no consistently satisfactory TV signal reaches South Bend. Don't sell this rich market *short*. Wrap it up with WSBT radio.

30 Years on the Air

WSBT
SOUTH BEND

5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE



1ST in growth

During the 1st quarter of 1952 KMAC grossed 96% more than the 1st quarter of 1951 (1951 was KMAC's biggest year)

NO OTHER SAN ANTONIO STATION CAN MAKE THIS STATEMENT

KMAC

25 YEARS OF SERVICE

MUTUAL ON 630

SAN ANTONIO

★ HOWARD W. DAVIS, Owner

★ REPRESENTED NATIONALLY BY GEORGE P. HOLLINGBERY Co.

and enjoy the spring weather, WGST will handle your sales chores in the Atlanta market. We've been successfully selling and promoting products in this steadily growing area for 28 years. We feature the best in ABC programs, top local shows and an alert merchandising plan. To get the full story on Atlanta and WGST contact us or our national reps.

WGST
ABC • ATLANTA
5,000 WATTS 920 KC
NATIONAL REP.
JOHN BLAIR
IN SOUTH EAST
CHAS C. COLEMAN

RADIO CIGARETTE ADS

Certain Legislators Question Claim

SOME Congressmen have turned raised eyebrows toward cigarette advertising on the radio and have asked the Federal Trade Commission what it is doing to curb certain claims.

This was pointed up in testimony before a House Appropriations subcommittee studying FTC's 1953 budget. The commission has requested $1,042,025 to staff its Bureau of Antideceptive Practices, to which false and misleading radio, TV and other media advertising are referred.

Subcommittee Chairman Albert Thomas (D-Tex.) put it this way to FTC Comr. Stephen J. Spingarn:

"I listened to the radio last night for awhile, and every time I turned it on there were the cigarette advertising people, and of all the wild advertising that was ever on radio, theirs is the worst. Just what does the commission do about that?"

Comr. Spingarn said FTC has issued orders in cigarette ad cases against a number of firms.

Richard P. Whiteley, director of FTC Bureau of Antideceptive Practices, estimated that the four major cigarette firms had cost the agency $10,000 or $20,000 each to process their cases.

Of the companies mentioned, P. Lorillard came in for a verbal bouquet from Comr. Spingarn: ". . . Take Old Gold. We have an order against them. (Their advertising) is pretty clean. They say, 'We are tobacco men, not medicine men; smoke Old Gold for a treat instead of a treatment.' . . . They rib the medical advertising of their competitors, which I think is rather clever." Chairman Thomas readily agreed.

Explaining that FTC has limited power to stop objectionable claims, the commissioner felt that it has "stopped them from making a great many false representations. . . . We have accomplished a great deal in cleaning up much of that advertising."

FAB SPEAKERS

Announced by S. O. Ward

SPEAKERS for the Florida Assn. of Broadcasters meeting scheduled for May 22-23 at the Royal York Hotel, Miami Beach [B•T, April 7] were announced last week by President S. O. Ward, WLAK Lakeland.

Maurice B. Mitchell, president of Associated Program Service, will address the group at an afternoon session May 22. On May 23 Gov. Fuller Warren will speak at the morning meeting. F. S. Holliday, FCC engineer, will outline Conelrad Thursday afternoon. Friday morning, Bill Stubblefield, NARTB, will speak on "Proposed Legislation Affecting Broadcasters."

Program chairman for the meeting, when new officers and two new directors will be elected, is George Thorpe, WVCG Coral Gables.

AAW AWARDS

Scheduled in June

FIFTH annual Advertising Assn. of the West competition for best radio commercial programs and spot announcements produced in the 11 Western states and Western Canada is now open with final judging set for early June. Distribution of awards will be made at 49th annual AAW convention in Seattle June 22-26.

Southern California Broadcasters Assn. is handling coordination of the contest in cooperation with AAW. Competition is open to all radio stations, advertising agencies, advertisers and individuals in the western area.

Four certificates will be given for top programs and announcements. Best of four will receive a perpetual trophy awarded by Vancouver Advertising and Sales Bureau. Chairman of judging committee is C. Burt Oliver, vice president of Foote, Cone & Belding, Hollywood.

Entry blanks and rules are available from Western advertising clubs, AAW or Norman Nelson, managing director, SCBA, Hollywood.

WICC, WTIC FORM

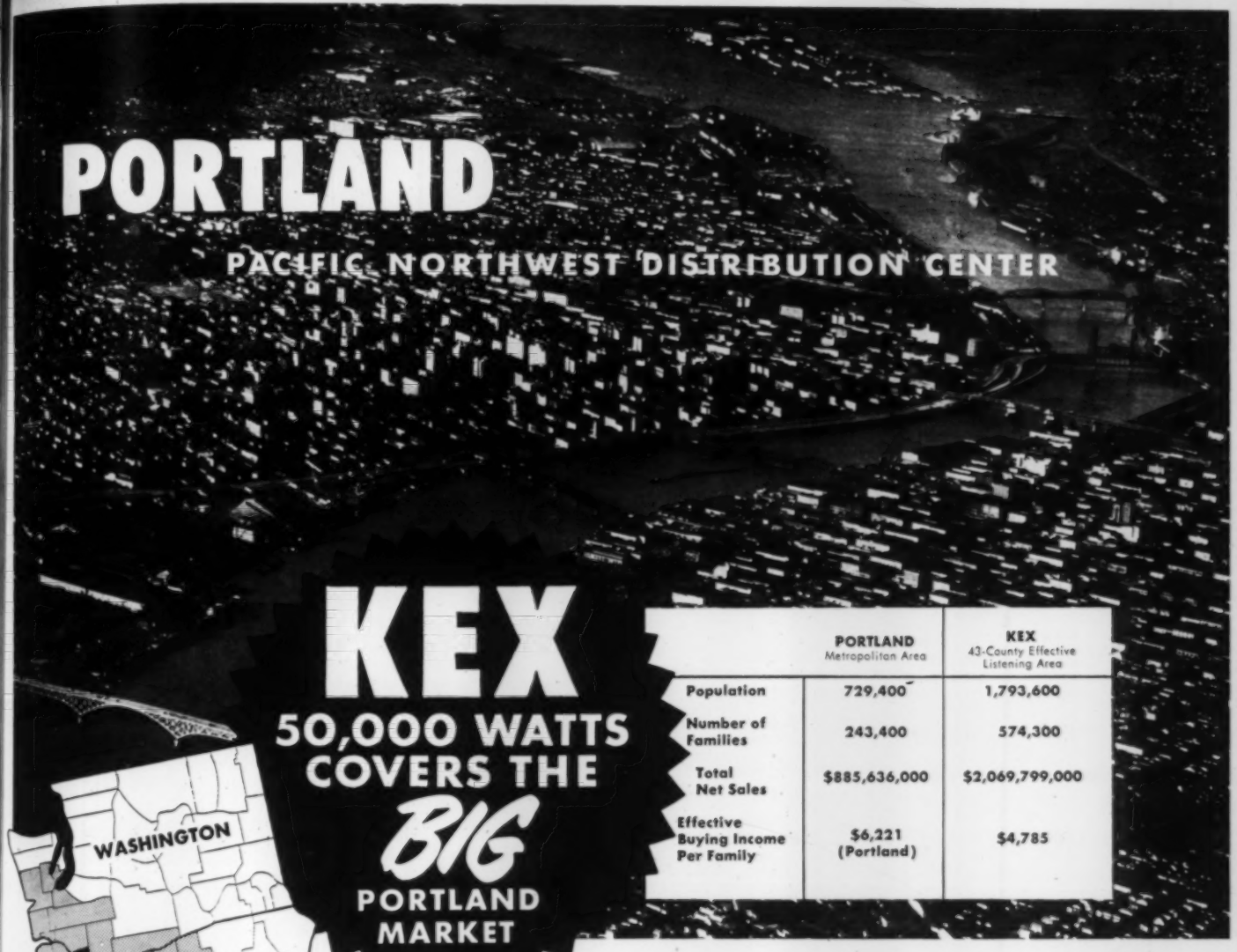
Two-Station Conn. Network

FORMATION of a new two-station radio network in Connecticut has been announced by Philip Merryman, president and general manager of WICC Bridgeport, owned and operated by Bridgeport Broadcasting Co. To be known as Connecticut Quality Network Group, the network will comprise WICC and WTIC Hartford.

Mr. Merryman said services will be sold in combination to offer statewide coverage of the national political campaign, and that additional stations may be added to the network upon request.

West German Show

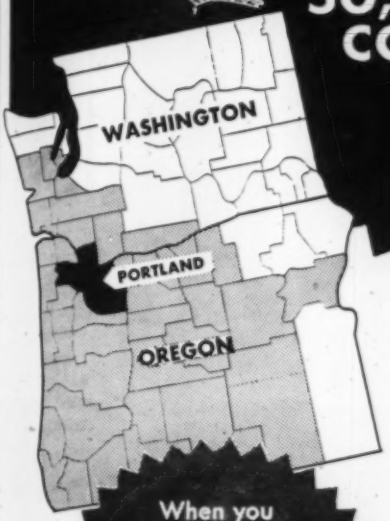
GERMAN Radio and Television Exhibition will be held Aug. 22-31 in Duesseldorf after a pause of two years, with all West Germany and West Berlin manufacturers showing new designs in wireless and TV sets, radiogram attachments, phonograph records and accessories and spare parts, according to the German-American Trade Promotion Office, New York.



KEX

50,000 WATTS COVERS THE *BIG* PORTLAND MARKET

	PORTLAND Metropolitan Area	KEX 43-County Effective Listening Area
Population	729,400	1,793,600
Number of Families	243,400	574,300
Total Net Sales	$885,636,000	$2,069,799,000
Effective Buying Income Per Family	$6,221 (Portland)	$4,785



When you pay for Portland, get your money's worth. Get the *Plus* coverage in Portland's 500 mile trading area.

PORTLAND POINTERS

★ PORTLAND'S wholesale trading area is among the largest geographic trading areas in the nation...covering all of Oregon, much of Washington, and parts of California.

★ PORTLAND'S 1951 wholesale sales of $1,425,289,000 are almost double the city retail sales.

★ ...yet Portland has the highest total retail sales per capita of any city on the Pacific Coast.

★ PORTLAND is a city of wide diversification in industry. Only 68 firms employ more than 500 people. 16,000 firms employ less than 500.

★ Home ownership in PORTLAND is the HIGHEST IN THE NATION! (64% of all householders own their own homes.) (U. S. Census)

★ OREGON employment is diversified and stable. Of non-agricultural employees Oregon claims 454,400 workers: (Manufacturing and lumbering 145,000; Trade 105,000; Government 66,000; Transportation and Public Utilities 48,000; Service business 47,000; Construction 26,000; Finance 15,000; others 2,000.)

★ PORTLAND City Government rates the lowest per capita tax levy for operation of any large city in the nation. Portland $29.30.

★ OREGON leads the nation in average weekly earnings of production workers. (Examples — Oregon $76.10; Washington $72.52; California $72.84; Pennsylvania $64.64.)

★ With but slight increase in rate OREGON State Income Tax collections have more than doubled in the past 5 years: $25 million 1946—$59 million 1951.

★ Per capita state debt in OREGON is among the lowest in the nation—$5.85.

★ Farm income is higher on the Pacific Coast than any other area in the nation. $9,483 average for 1950—or $3,644 MORE than the national average of $5,839. Farm land values have increased 13.2% in the year 1950-51.

★ Over 750,000 people visit the Vacation Lands of Oregon every summer...spending over $115,000,000. (Oregon's 3rd largest industry.)

Contact KEX Sales or Free & Peters for complete details.

ABC AFFILIATE IN PORTLAND

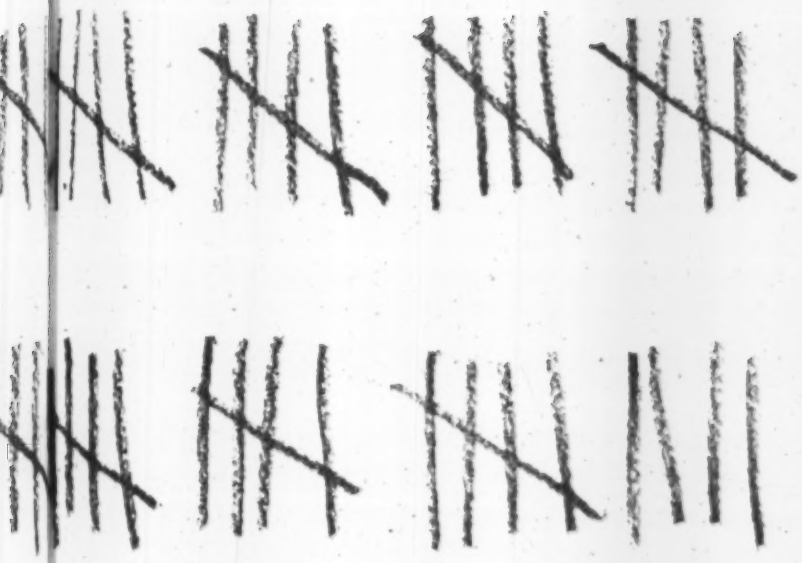
KEX Oregon's *Only* 50,000 Watt Station

WESTINGHOUSE RADIO STATIONS Inc

KYW • KDKA • WBZ • WBZA • WOWO • KEX • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

In Los Angeles, Radio reaches just 1%



1% less than everybody!

Official tally: 99% of all homes in metropolitan Los Angeles are radio homes. Only *radio* can give you saturation coverage of all the multiple suburbs of this far-flung metropolis.

Los Angeles is spread-out, decentralized, composed more and more of suburbs and other incorporated cities. And it keeps growing fast (population increase past 10 years: 49%). So fast that it's now the *largest* city in the country in land area and the nation's *third-largest* market in population and retail sales.

Of all media, only *radio* has kept pace with the growth of Los Angeles. And of all stations, KNX is by far the most listened-to in Los Angeles, winning virtually twice as many quarter-hour firsts as all other Los Angeles stations combined. (Just as impressive: KNX reaches more than twice as many families as the top Los Angeles newspaper!)*

You can count on big sales in big Los Angeles when you use 50,000 watt KNX. Just check with KNX or CBS Radio Spot Sales.

Sources: World Almanac, 1949
Sales Management, May, 1952
Standard Rate and Data Service, November, 1951
Pulse of Los Angeles, Jan.-Feb., 1952
BMB 1949
*Based on BMB 50-100% area

KNX

XUM

GATHINGS' VIEWS

Given in Radio Interview

WHAT are Rep. E. C. Gathings' (D-Ark.) views on his proposed investigation and study of radio and television programs?

A documented answer is supplied by the radio script of a program on which Rep. Gathings appeared as guest. The program, *Crusade Against Crime*, uses a news format. It is a 30-minute show with half the time devoted to an interview. Julius N. Cahn, who also is executive secretary to Sen. Alexander Wiley (R-Wis.), is commentator. The show, produced on tape in Washington, is a sustainer on about a dozen stations which pay a nominal cost for production.

Stations which carry *Crusade* are WOOK and WFAN (FM) Washington; WINX Rockville, Md.; WSID Baltimore; WARK Hagerstown, Md.; WANT Richmond, Va.; WISC Madison; WEAW Eau Claire; WJMC Rice Lake, Wis.; WEBC Duluth; WMFG Hibbing, Minn., and WCAR Pontiac, Mich.

Mr. Cahn's interview of Rep. Gathings was conducted prior to House Rules Committee approval of his resolution (HR 278) to direct and authorize the House Interstate & Foreign Commerce Committee to study and investigate radio and television programs [B•T, May 5].

It is expected that the resolution will soon pass the House and the committee will map its line of action.

In order to give a cohesive presentation of the Gathings opinion, BROADCASTING • TELECASTING herewith prints under arbitrary headings, Mr. Gathings quotes taken from transcript:

[*Children and TV Shows*]

". . . When you get an objectionable program on television it is very difficult to get the child to leave the TV set, and it is very difficult to turn over to another channel. You meet with objections immediately . . . we should be awfully careful of the type programs put on the air between the hours of five in the afternoon and eight or nine at night, especially. So many of these programs during those hours ought not to be aired. That is the time the children do watch the television sets."

[*The Advertiser*]

". . . That's what they are trying to do. [In answer to query: "How would you answer the industry when it says 'we only give the people what they themselves want?' "] And that's what these programs intended. So many of these advertisers are using these programs because they do get more listening audience."

[*NARTB Radio & TV Codes*]

"Well, it is working in a way. But it is not going far enough. It's voluntary in nature, and many of these broadcasters are complying with the provisions of this particular code. While I feel that quite a lot has been accomplished, more is needed to be accomplished. This code was adopted and put into effect I believe originally back in the middle of 1948 [sic], and it has had a very fine effect on the programs I have noticed since that time. But at the same time, there are many objectionable programs . . ."

[*On Federal Censorship*]

Mr. Cahn asked: "You don't have in mind that there would be a system of federal censorship, for example, of programs?"

(Mr. Gathings) "No, it is not my idea that we should set up a separate department in the federal government. I believe that quite a lot can be accomplished by uncovering the different types of programs that are objectionable, and which should be corrected."

[*On Surveys of Program Types*]

". . . This one was taken in New York City of various television channels. It shows that 3% of all the time which was allotted was informational in nature. Of the total time over television, 3% was for information, 10% went for crime, 6% for westerns, fine arts nothing, education nothing—no percent. Here are 14% variety, 10% sports, 10% home-making, children's programs 12%. But the '10% crime program' was what I was referring to. And only 3% is for actual information and educational purposes."

[*On Congressional Investigations*]

"Well investigating is a good sign. For my money, I say that the people in America are aroused—they want something really accomplished and these investigations have meant an awful lot. The various types . . . that Congress has put on have been effective and have done a great work. . . ."

[*Steps Hearing Should Take*]

". . . it would be up to the Interstate & Foreign Commerce Committee . . . I feel that all phases of the problem should be looked into . . . the industry should come in and tell just what has been done . . . they should also give us a log of the various types of programs from the time they go on the air right on throughout the day.

"I think that groups which are interested—various types of groups—religious groups, parent-teacher groups—should be heard, and the various surveys that have been made should be put into the record.

[*On the Committee's Report*]

". . . it is expected that a recess of both houses of Congress will be taken during the early part of July. So, if this resolution is passed by the House soon after the Easter recess—next week or the week after next—there will be enough time for 60 days of hearings. We would have to make a report, however, before the conclusion of the present 82d Congress.

New Buying Cycle in Kansas

Wheat isn't the only cash crop of Kansas farmers. Waiting for sale on their farms are cattle valued at $742,311,000.00.* Along with oil, poultry, hogs, eggs, and dairy products, beef is just one of many sources of diversified, year-round income that WIBW listeners consider "spendable."

The surest, fastest way for you to get an above-average share of this steady flow of dollars is to use WIBW. Because we're THE FARM Station for Kansas and adjoining states, we have the full confidence of farm families . . . a confidence that's proved by RESULTS FOR WIBW ADVERTISERS.

** USDA-Jan., 1952*

WIBW

Serving and Selling "THE MAGIC CIRCLE"

CBS RADIO

Rep. Capper Publications, Inc. • Ben Ludy, Gen. Mgr. • WIBW • KCKN

YOU MIGHT GET A SIX-FOOT MOUNTAIN LION*—

BUT . . . YOU NEED THE FETZER STATIONS TO BAG WESTERN MICHIGAN!

WKZO-WJEF in radio, WKZO-TV in television—that's the record-breaking Fetzer line-up for Western Michigan advertising. Here's why:

WKZO-WJEF RADIO

WKZO, Kalamazoo, and WJEF, Grand Rapids, give closest "home-town" coverage of urban and rural Western Michigan. Each is consistently the *listenership leader* in its home city—and the 1949 BMB Report credits WKZO-WJEF with a 46.7% increase over 1946 in their unduplicated daytime rural audience—a 52.9% nighttime increase. *Yet WKZO-WJEF cost 20% less than the next-best two-station choice in Kalamazoo and Grand Rapids!*

WKZO-TV

WKZO-TV is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids. Its brilliant Channel-3 picture also provides intensive primary service to Battle Creek and dozens of smaller towns—effectively serves a 28-county market with a Net Effective Buying Income of more than 2 billion dollars. *An April, 1952 Videodex Diary Study by Jay & Graham Research Corporation proves that WKZO-TV delivers 91.9% more television homes than Western Michigan's other TV station!*

What other facts would you like? Your Avery-Knodel man has them.

** J. R. Patterson killed a 276-pound mountain lion at Hillside, Arizona, in March, 1917.*

WJEF tops IN GRAND RAPIDS AND KENT COUNTY (CBS RADIO)

WKZO-TV tops IN WESTERN MICHIGAN AND NORTHERN INDIANA

WKZO tops IN KALAMAZOO AND GREATER WESTERN MICHIGAN (CBS RADIO)

ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

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WSPD, Toledo, O. • **WWVA,** Whee W. Va.
WGBS, Miami, Fla. • **W** De
WSPD-TV, Toledo, O. • **WJBK-TV,** Det Mich.
NAL SA
488 Madison Ave., New York 22, El 5-2455

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DUSTRY COMPANY

een changed

to

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immediately

BROADCASTING COMPANY

VA, Wheeling, W. Va. • **WMMN,** Fairmont, W. Va. • **WAGA,** Atlanta, Ga.
• **WXYZ,** Detroit, Mich. • **WSAI,** Cincinnati, O.
WXYZ-TV, Detroit, Mich. • **WAGA-TV,** Atlanta, Ga. • **KEYL-TV,** San Antonio, Tex.
NATIONAL SALES HEADQUARTERS:
22, Elder 5-2455 • 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

XUM

editorial

Cops and Robbers Congress

SOME DAY (and it can't come too soon) some aroused member of Congress is going to offer a resolution to investigate the Congressional investigators.

Congress, evidently bent upon outdoing the "whodunits", is playing cops and robbers. Legislators are not content to have standing committees undertake inquiries; they want "select" committees, with special appropriations, subpoena power, television pickups and all. Inner councils call this the "Kefauver Influence."

The function of Congress is to legislate. Congress wasn't conceived as a super detective agency. The ever-increasing trend toward "special" inquisitions is making a mockery of the legislative processes. Clear-headed legislators recognize this. Standing committees are relegated to secondary, routine stature. Regular work is impeded as the "select" committeemen hunt the limelight and the headlines.

There isn't a shred of evidence that these "select" committee inquisitions, with every chairman a Sherlock Holmes, needled by a dozen Watsons (on the public payroll), contribute an iota toward the legislative process.

Within the last fortnight, three cloak and dagger inquiries have been authorized in the House. There's the Gathings Resolution (H Res 278) to investigate radio and television programs, originally headed for a "select" committee. Happily it was diverted to the standing Interstate & Foreign Commerce Committee. The other half of this resolution—covering immoral books—goes to a "select" committee. Then there's the Cox Resolution (H Res 561) for a "select" committee to study tax exempt foundations and organizations.

What warranty has Congress to establish empirical standards for radio and television programming? Or for books, or movies or newspapers or individual citizens?

The First Amendment precludes censorship. The Bill of Rights guarantees freedom of speech, of religion, of press, of assembly. Our forefathers revolted against the British Crown in 1776 because of restrictions on freedom.

Congress cannot write a law defining good or bad programming. The responsibility for regulation of radio was delegated to an expert agency, with an express prohibition against censorship. The FCC can (and all too often does) look at programming in appraising license renewals.

Rep. Eugene E. Cox (D-Ga.), arch-foe of the FCC, won his fight to have a select committee investigate tax-free foundations. It may be appropriate to determine whether foundations are resorting to devious and clever ways of avoiding taxes, but does a "select" committee have to do it? What about the standing committees dealing with revenue? Cannot the FBI determine whether there's Communistic infiltration of these foundations?

Once a "select" committee starts, there's no stopping it. The Cox Committee, in its investigation of "foundations" would soon find reason to dip into other "non-profit" organizations. In this category are labor unions (the biggest business in America today), trade associations, political organizations and educational institutions.

It is hard to fathom what motivates our legislators in their zeal to curb the freedoms they are sworn to keep inviolate. The movies were the first on the freedom firing line. Two cases now in the Supreme Court might well prove the bellwethers in the inevitable crusade to clarify and restore the guarantees of the Bill of Rights. Radio, as a "licensed" medium, has navigated in hot water almost from the day it became an influence in moulding public opinion. Now television, with its king-making power (witness Kefauver) accentuates the Congressional drive to get into the act.

The newspapers stand aloof, refusing to recognize other media as kith and kin in the freedom fight. But once pinched, ever so lightly as in the case of President Truman's recent "se'zure" slip, their editorial pages become electrified, with nary a mention of the threat to radio or motion pictures.

The freedom fight is eternal. Associate Justice Black, in a recent dissent in a "group libel" case, sagely commented that state laws making opinions punishable as crimes, are at war with the "kind of free government envisioned by those who forced adoption of our Bill of Rights." History, he said, "indicates that urges to do good have led to the burning of books and even to the burning of witches."

Our zealous legislators seem to forget that Hitler and Mussolini burned books. They sequestered radio stations and newspapers. "Free speech" was punishable by death. In the Soviet orbit, there's no radio other than Stalin's, no books or movies or music other than those anointed by the Kremlin. Newspapers are edited and kept by the Foreign Office.

Without realizing it, some of our legislators are travelling the road toward totalitarianism. What else can it be when the move is inexorably toward suppression of thought, and control of the minds of men?

SEN. William Benton has twice suffered attacks of a disorder to which we had thought him immune. He has become a victim of mike fright. Last week, on advice of counsel, he refused to testify at a pre-trial hearing of the $2 million libel - slander - conspiracy suit brought against him by Sen. Joseph H. McCarthy. He objected to use of a recording machine. Earlier he had refused to let the pre-trial hearings be broadcast or telecast. The silent Benton is an entirely new character on the national scene and, we must say, an infinitely more satisfactory one than the old, or noisy, Benton. Next time he pops up on the Senate floor to push one of his favorite "remedies" for broadcasting, we hope someone slips a microphone in front of him. It's the only instrument we know that has ever stunned him.

On Merit Alone

PRESIDENT TRUMAN did what came naturally when he nominated Rosel H. Hyde last week for a new seven-year term as a member of the FCC. Mr. Hyde has served with distinction since 1946, when he was first appointed by Mr. Truman to fill one of two then existing vacancies. His knowledge of administrative law and of the broadcast and communications fields and his rare judicial temperament qualify him admirably for the Commission. He has grown with the job.

Mr. Hyde came up through the ranks. He began with the old Radio Commission in 1928 in an apprentice legal capacity. He was successively attorney, examiner, assistant general counsel, general counsel and Commissioner. Every promotion was based upon merit. He is a Republican. But politics in no way entered the picture. He is one of the few men in public life who have made public service a career. We wish him well in those seven years ahead.

our respects to:

CARROLL CARROLL

THE MORNING of April 11, 1902, uneventful for the average man that fateful day, brought forth the following wire to Lucius Carroll, a New York attorney specializing in mail order matters in Washington, D. C., on business:

"Never mind the second class mail matter. Eight pound bundle of first class male matter arrived this morning."

This was the first official pronouncement of the arrival in the Bronx of Carroll Carroll.

The eight pound bundle has since developed into a 150 pound, 5 foot, 5 inch bundle of energy, good humor and wit who currently holds sway in Hollywood as vice president in charge of West Coast operations for Ward Wheelock Co. He also is one of the top radio writers in the business.

To reach this stage in life, approximately 28 of the intervening years were spent in advertising, the majority of them in radio. During this time Mr. Carroll wrote for most of the top radio performers, including Bing Crosby, George and Gracie Allen, Eddie Cantor, the late Al Jolson and Fannie Brice.

In his present capacity, Mr. Carroll handles all radio activity of the multi-million dollar Campbell Soup Co. account. He also works on TV commercials filmed in Hollywood for Campbell Soup, Adam Scheidt Brewing Co. and Whitman's Chocolates.

Campbell's current radio includes the thrice weekly Bob Crosby's *Club 15* on CBS Radio which Mr. Carroll writes and helps produce, and the daily NBC's *Double or Nothing* with Walter O'Keefe as m.c.

First official act of the new-born male matter was to defy his parents who had been looking forward to a "Caroline." After crashing their tender hope, he continued this defiance in his attitude toward formal schooling.

Far from the conventional example of "how to become a success," the young Carroll spent a total of approximately seven years at being "formally" educated. Until he entered at age of 10 years, the fifth grade of Frances E. Willard Public School in Chicago, to which city his mother and he moved following the death of his father, Carroll Carroll had a record of "resigning" from one private school after another.

He completed his grammar school education at Willard, discovering too late that there was no resigning from public school. In addition he managed 3½ years at Hyde Park High School. Then he decided that was enough

(Continued on page 66)

For Distinguished Service
in the field of
Public Service in Radio Journalism

A group of broadcasts attacking the Chicago narcotics problem following investigations by WMAQ newsman Len O'Connor resulted in the latest in a series of many national honors for Station WMAQ and its quality news reporting.

Winning of the 1951 Sigma Delta Chi Award for Public Service in Radio Journalism again points up the recognized position of Station WMAQ as THE news station of Chicago.

Day after day, WMAQ newsmen—gathering, analyzing and accurately reporting the news—are constantly achieving good journalism and good radio.

Celebrating 30 Years of Service

NBC RADIO IN CHICAGO

Represented by NBC Spot Sales

WMAQ
CHICAGO

EVERYONE AGREES
WXLW is THE
selling station
of Indianapolis
USING ONLY WXLW
* Stuart Studebaker was host to over 15,000 potential customers at the unveiling of the latest models.

Further Proof that WXLW's *Sales Impact* can sell for You Too!

Contact Your Nearest
John E. Pearson Office

New York, Chicago
Dallas, Minneapolis
Los Angeles
San Francisco

THE ONLY INDEPENDENT RADIO STATION IN INDIANAPOLIS
WXLW
1000-WD

INSTITUTIONAL ADS
Revenue Bureau Gives Stand

THE INTERNAL Revenue Bureau intends to stick to a well-defined line of action in considering whether expenditures made for institutional advertising are deductible for federal income tax purposes.

Sen. Hubert H. Humphrey (D-Minn.), who is studying means of cracking down on so-called "political" institutional advertising as an income tax deductible expense, is aiming his criticism against newspaper use, not radio.

These were two developments last week in the Senator's efforts to determine his line of action [CLOSED CIRCUIT, May 5, B•T, April 14, 7].

In a statement to BROADCASTING • TELECASTING, the Senator pointed out that his illustrations made on the Senate floor of "political" institutional advertising were confined to the printing medium. "I was referring to newspapers, not to radio advertising," the Senator said. He said he was not aware of any large-scale use of such ads on radio.

In answer to Sen. Humphrey's query, Comr. John B. Dunlap, of the Internal Revenue Bureau, explained the sections of the code dealing with deductibility.

Forbidden, he said, are sums of money "expended for lobbying purposes, the promotion or defeat of legislation, the exploitation of propaganda, including advertising other than trade advertising, and contributions for campaign expenses."

The bureau's policy, Comr. Dunlap said, is to "allow as deductions to a taxpayer reasonable costs for advertising, including advertising of an institutional character."

Definition of institutional advertising, according to the bureau's terminology, means "advertising which does not present to the public the particular products or services of the advertiser but which does put the name of the advertiser before the public; i.e., advertising directed to the promotion of good will rather than any specific product or service."

Comr. Dunlap said the bureau has not attempted to define the type or form of advertising which a business must employ.

"For example," he said, "a taxpayer may select as his advertising medium, a radio program consisting for the most part of entertainment or music; or a taxpayer may purchase space in a newspaper in which nothing appears but the name and address of the taxpayer."

In general, Comr. Dunlap said, the taxpayer is "free to choose the advertising which best serves his purpose and which meets the tests set out in the Internal Revenue Code and the Regulations."

What will determine the bureau's consideration in the future is whether the advertising is employed to the purpose of defeating legislation "in issue" or in an area of "political controversy," it was said.

Sen. Humphrey had attached two full-page advertisements appearing in a Washington paper, one by McGraw-Hill Publishing Co. on wages and prices, and another by Safeway Stores Inc. of Oakland, Calif., national food chain, on the price stabilization program.

The bureau indicated it could not comment on these specific cases since it is not permitted to do so except upon request from the parties involved. However, it noted the bureau has a legal policy to follow.

STUDENTS SELL SPOTS
Operate KXEO for Day

FIFTY high school students who took over the entire announcing, sales and programming of KXEO Mexico, Mo., for one day, sold 117 spot announcements above the station's normal billings, according to Monty Moncrieff, program director of the 250 w station.

The students, all members of the diversified occupations class of Mexico high school, set the record during their special "D-O Radio Day," abbreviated letters for "diversified occupations."

Mr. Moncrieff and Earl Dougherty, general manager, met with the class several weeks in advance to instruct the students in selling. The station furnished the students a list of potential advertisers.

Regular staffers were able to see "our own mistakes after hearing the students' day-long broadcast," Mr. Moncrieff said. He added that the two-year-old station gained much community prestige from the operation.

Both station and students profited from D-O Day. The class earned money it needed to finance visits to industrial and other plants. KXEO's Margaret Patton, news director, prepared listeners for the day by running a series of spot announcements and a progressive story of the event from the KXEO news desk.

Technician's Glossary

WILLIAM H. OFFENHAUSER Jr., consultant engineer to Telenews Productions, New York, has been requested by the Society of Motion Picture and Television Engineers to supervise compiling and publishing a directory of technical terms currently used in both industries. Need for the glossary was pointed out by Mr. Offenhauser in a paper delivered at the society's semi-annual meeting in Chicago April 21 [B•T, April 28]. The paper, urging that vagueries be clarified and that jargon be replaced with exact terms for technical use, will be recorded by SMPTE for presentation at its sectional meetings.

RADIO REACHES PEOPLE...
COVER the NASHVILLE MARKET with
WSIX
Celebrating A Quarter-Century of Service
* WSIX DELIVERS 53 BMB COUNTIES IN TENNESSEE AND SOUTHERN KENTUCKY... SELL THIS BILLION DOLLAR MARKET WITH WSIX!
Better Buy
WSIX
The Voice of Tennessee's Capital City
NATIONAL REPRESENTATIVE:
GEO. P. HOLLINGBERRY CO.
ABC AFFILIATE · 5000 WATTS · 980 KC and WSIX FM 71,000 W 97.5 MC

How earnings work to produce more oil

IMPORTANT FACTS FROM THE 1951 ANNUAL REPORT OF STANDARD OIL COMPANY (NEW JERSEY)

IN THE FREE WORLD, people use tremendous amounts of oil. Meeting their needs, rising year after year, has been one of the notable industrial accomplishments of our time.

For example, the peak war effort in 1945 pushed use of oil 23% higher than in 1940. This looked like a mark that would not be topped for years.

But vigorous post-war reconstruction, and expansion of industry, transportation and agriculture, made oil use in 1946 greater even than in 1945. And in 1951 it was 58% higher than in 1946.

To supply this oil has called for great expansion by the petroleum industry. It has meant new wells, pipe lines, storage tanks, refineries, tankships . . . in times of high costs.

The job has required a vast outlay of money, *which has been provided largely by the industry's own earnings.*

How this works out is shown in the case of Standard Oil Company (New Jersey), an American corporation having investments in companies carrying on the varied functions of the oil business in the United States and abroad.

Consolidated net income of Jersey and affiliates for 1951 was $528,461,000. Of this, $278,862,000, or 53%, was used to help provide new equipment.

In the six years since 1945, Jersey and affiliates have spent $2,350,000,000 for replacement and expansion of facilities. Depreciation and depletion reserves provided only 44% of that amount. The largest share of the expenditure was met by the reinvestment of earnings.

During 1951 alone, to do their part in supplying more oil for the free world, companies in which Standard Oil Company (New Jersey) has investments:

Discovered Oil

In the United States, made new oil discoveries in the Williston basin, the Uinta basin, and Texas . . .

In Latin America, extended known fields in Venezuela, and opened up a new area in Colombia . . .

In the Middle East, Arabian American Oil Company made two important discoveries, one in the offshore waters of the Persian Gulf . . .

Developed Production

In the United States, drilled more wells than in any year since 1937, and greatly expanded secondary recovery operations to get more oil from existing fields . . .

In Venezuela, completed 190 producing wells . . .

In Canada, increased total producing wells from 844 to 1,140 . . .

In the Middle East, Arabian American Oil Company and Iraq Petroleum Company increased production 57% . . .

Expanded Refining Capacity

At Baton Rouge, La., and Everett, Mass., enlarged refineries . . .

At Winnipeg, in Canada, opened a new refinery and, at Edmonton, Sarnia, and Vancouver added facilities . . .

At Fawley, England, put the largest refinery in the United Kingdom on stream . . .

At Antwerp, Belgium, proceeded with field work on a large refinery . . .

At Durban, South Africa, started work on a refinery, and at Bombay, India, completed arrangements to build a new one . . .

Expanded Transportation

In the United States, boosted pipe line capacity substantially, particularly in the South . . .

Ordered twelve new ocean-going tankships, bringing the post-war total of those purchased or contracted for to 72 . . .

Began to bring Western Canadian oil to consumers in the Eastern provinces by means of two large, new Great Lakes tankers, with a third going in service this spring . . .

In Iraq, Iraq Petroleum Company brought near completion a new 556-mile pipe line from the oil fields to the Mediterranean. It will permit oil production in Iraq to be more than doubled in 1952 . . .

Advanced Research

Put into the search for new and improved processes and products a total of $23,100,000, one of the largest expenditures for such a purpose by any company . . .

Continued Good Employee Relations

The interest of the company and its employees in maintaining good mutual relationships resulted in another year without strikes or work stoppages in the domestic affiliates. This was an important factor in meeting the increased demand for oil . . .

AS THE FREE WORLD GROWS IN STRENGTH, it calls for more and more oil. So, not just to the 254,000 shareholders who own Jersey, but to people on freedom's side all through the world, the two outstanding facts about our Annual Report for 1951 are: (1) Jersey affiliates again did their part in meeting the growing needs for oil; and (2) the competitive business system that did this job produced the earnings to help meet even greater needs in the future.

FINANCIAL SUMMARY

Standard Oil Company (New Jersey) and Consolidated Affiliates

Total income from sales, services, dividends and interest . . . $3,863,317,000	Taxes charged to income $400,700,000
Net income . . . $528,461,000 or $8.72 per share	Other taxes, collected for governments $329,900,000
Dividends . . . . $249,599,000 or $4.12½ per share	Spent for new plants and facilities $381,824,000
Wages and other employment costs . . $600,500,000	Number of shareholder-owners 254,000
	No. of employees . . 120,000

We will gladly send a copy of the full report if you wish one. Write Room 1626, 30 Rockefeller Plaza, New York 20, N. Y.

STANDARD OIL COMPANY (NEW JERSEY)
AND AFFILIATED COMPANIES

front office

NORMAN FURMAN, president of Furman, Feiner & Co., N. Y., elected vice president-general manager of WHEE Boston. Main duty will be to convert station's programming toward specialization in broadcast for Irish, Italian, Jewish and Polish listeners. He replaces LAMBERT B. BEEUWKES who has resigned [AGENCY BEAT page 10].

WILLIAM O. PAINE, national advertising manager, KGU Honolulu, named station manager succeeding MARION A. MULRONY who retires after 30 years as manager of station.

Mr. Paine

JAMES E. WEMPLE, account executive, KWKW Pasadena, Calif., to KNBH (TV) Hollywood, in similar capacity. JAY SEIBEL, account executive, KGFJ Hollywood, succeeds him at KWKW.

Mr. Mulrony

RAY BARNETT, sales manager, KEAR San Mateo, Calif., appointed acting station manager succeeding HOWARD SMILEY.

J. R. KENNEDY, supervisor of operations in engineering division of CBC Toronto, named commercial manager for CBC television stations at Toronto and Montreal.

JOE SEIDEMAN, radio-TV director, The Caples Co., L. A., to KBIG Avalon, Calif., as account executive.

GERTRUDE SALNY, formerly with E. A. Lundy Co., to sales staff, WOV New York.

CHARLES G. BASKERVILLE, former general manager, WFLA Tam to KRIC Beaumont, Tex., as general manager.

JAMES C. FLETCHER, in addition to duties as eastern sales manag of Midnight Sun Broadcasting Co., named national sales manager f Manila Broadcasting Co., which includes DZRH, DZPI and DZMP Mani and DYBC and DYBU Cebu.

STANLEY SCHLOEDER, manager of spot radio-TV time buying, Ruth rauff & Ryan, N. Y., and ALFRED I. MIRANDA, advertising sales staf *Vogue* magazine, to The Katz Agency, N. Y., station representative firm on TV sales staff.

PAUL SCHEINER, account executive, KGO San Francisco, becomes sale manager replacing ALAN JOHNSTONE who will resign May 15.

E. FREDERICA MILLET, radio department, National Foundation fo Infantile Paralysis, joins political sales group at NBC, headed b WALTER E. MYERS, to act as sales contact, selling both radio an television time.

JOSEPH K. FLETCHER, sales staff, WFLN-FM Philadelphia, to WCAU TV that city, in same capacity.

DONALD J. TRAGESER, sales staff, KQV Pittsburgh, to KDKA tha city, in same capacity.

L. L. ZIMMERMAN, account executive, WQAM Miami, elected gover nor of fourth district, Adv. Federation of America, covering entire state of Florida.

R. HILL CARRUTH, West Coast TV representative, Alexander Film Co., Colorado Springs, to KTTV (TV) Hollywood, as account executive.

Mr. Zimmerman

GEORGE P. HOLLINGBERY, N. Y., appointed national representative by WJPS Evansville, Ind.

GEORGE W. CLARK Inc., Chicago, appointed national representative by WFOX Milwaukee.

STANLEY B. WOOD, formerly with Ruthrauff & Ryan and Cecil & Presbrey, both N. Y., to WOR that city, as account executive in recording studios.

NATIONAL BROADCAST SALES, Montreal, has moved to 1396 St. Catherine St. W. Telephone is University 6-1538.

Personals . . .

HULBERT TAFT, editor-publisher, *Times-Star*, Cincinnati, named in May issue of *Fortune*, "scion of Cincinnati's most distinguished family." Paper owns WKRC-AM-FM-TV Cincinnati. . . . HARRY S. ACKERMAN, vice president in charge of network programs, CBS-TV Hollywood, and his wife, former MARY SHEPP, radio-TV actress, plan month's trip through Europe, leaving May 24.

ED NEIBLING, account executive-newscaster, KTUL Tulsa, elected president of city's Junior Chamber of Commerce. . . .

BENEDICT GIMBEL Jr., president-general manager of WIP Philadelphia, presented citation by Boys' Clubs of America for 15 years' service as member of board of Crime Prevention Assn. . . . VICTOR C. DIEHM, president-general manager of WAZI Hazleton, Pa., vice president, WHOL Allentown, Pa., and management consultant at WHLM Bloomsburg, named chairman of radio-TV committee for 1952 Pennsylvania Week scheduled for Oct. 13. . . .LEON FORSYTH, merchandising manager, CBS Radio Pacific Network, father of boy, Randall Scott, April 30.

WBNS RADIO DOMINATES CENTRAL OHIO

We'll be a monkey's uncle if WBNS Radio still isn't the biggest entertainment factor in Central Ohio . . . and the cheapest! It's a fact . . . more people have radios than ever before. Listeners stay tuned to WBNS. There's no monkeying with dials because WBNS offers the 20 top-rated shows with strong CBS programming and locally-loved personalities. Sponsors have a billion-dollar listening and *spending* audience through WBNS.

ASK JOHN BLAIR

WBNS RADIO PLUS WELD-FM

POWER
WBNS — 5,000
WELD-FM—53,000
COLUMBUS, OHIO

CENTRAL OHIO'S ONLY CBS RADIO OUTLET

L. A.'s RTRA ELECTION

Reynolds Named President

ROBERT O. REYNOLDS, vice president and general manager, KMPC Hollywood, has been elected president of Radio-Television-Recording-Advertising Charities Inc., that city. He succeeds Sidney N. Strotz, TV consultant and formerly NBC Western Div. vice president, who headed the charities organization since its founding three years ago.

Hildred Sanders, vice president in charge of radio-TV, Dan B. Miner Co., and True Boardman, writer-producer, John Sutherland Productions, were named RTRA first and second vice presidents respectively.

Donn B. Tatum, ABC-TV western manager, was elected secretary, with Thomas C. McCray, NBC Western Div. director of radio operations named treasurer, and Harold R. Maag, RCA-Victor vice-president, assistant treasurer.

Continuing to service with new officers on board-of-directors are Larry Shea, general manager, Bing Crosby Enterprises; Wayne Tiss, BBDO vice-president; Bob Shugart, public relations director, Musicians Mutual Protective Assn., Local 47, AFM; Richard Moore, general manager KTTV (TV) Los Angeles and Mr. Strotz.

flying saucers again?

No, this time they're PRESTO Green Label discs . . . crossing the oceans on their way to such foreign ports as Ankara, Genoa, and Johannesburg . . . and to Mexico, Colombia and Brazil.

Every week, thousands of PRESTO recording discs are shipped overseas, despite U. S. dollar shortages, import license controls and other obstacles in the path of foreign trade. In one week, the week of February 28th, M. Simons & Son Company (Presto's foreign representative) shipped nearly 23,000 discs to these points around the world.

There must be a reason for this proven preference for PRESTO discs, particularly in the face of increased demands for magnetic tape. The reason is plain to us . . . and will be to you when you use PRESTO on your next job. PRESTO is the preferred disc because it is manufactured by the highest standards in the industry . . . made in the world's most modern disc plant . . . and tested for maximum performance.

PRESTO RECORDING CORPORATION
PARAMUS, NEW JERSEY

Export Division: 25 Warren Street, New York 7, N. Y.
Canadian Division: Walter P. Downs, Ltd., Dominion Square Bldg., Montreal

WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS

THE ARKTEX STATIONS

KWFC HOT SPRINGS Ark.

A RICH Growing MARKET

KCMC (AM-FM) KAMD CAMDEN, Ark.

TEXARKANA Ark., Tex.

Blanket a GOLDEN TRIANGLE in the Great Southwest

KCMC (AM-FM) TEXARKANA Major distribution point for a four-state area. Oil, livestock, agriculture, manufacturing, Army ordnance and *growing*.

KWFC HOT SPRINGS World-famous resort with high local spending power and a bonus of over a half million visitors annually from all over the nation. Developing industrially.

KAMD CAMDEN Balanced agricultural, industrial economy. Paper mills, lumber, furniture, one of the largest Navy ordnance installations. A *money* market.

571,000 PEOPLE
160,200 Radio Homes
$420,267,000 Effective Buying Power, $367,535,000 Retail Sales
(From *Sales Management*)

ONE ORDER
ONE CLEARANCE
ONE BILLING
(Sold Singly or in Groups)

For details write to:

FRANK O. MYERS, Gen. Mgr.
THE ARKTEX STATIONS
Gazette Bldg., Texarkana, Ark. Tex.

air-casters

RICHARD SASSENBERG, WOR New York, appointed traffic supervisor.

JAMES ALLEN, city editor, *Cincinnati Post*, to WLWT (TV) Cincinnati, as promotion manager replacing **FREDERIC GREGG,** now head of clients' service department.

LINDSEY NELSON, senior sports announcer and director of football, Liberty Broadcasting System, Dallas, resigns effective May 14. Future plans are unannounced.

Mr. Nelson

GERALD S. COHEN, director of merchandising, promotion and publicity, WDGY Minneapolis, resigns effective May 15. Future plans have not been announced.

CARLTON FREDERICKS, WMGM New York nutrition commentator, will teach course in nutrition at Brooklyn College under auspices of Adult Education division, beginning next fall.

JEAN HARVEY, KCRC Enid, Okla., to WTMA Charleston, S. C., as women's editor.

CLARE CASSIDY joins special features staff, WTAG Worcester, Mass.

JACK JACKSON, KCMO Kansas City agriculture director, awarded Honorary Degree of State Farmers at Convention of Future Farmers of America, April 25 in Columbia, Mo.

ROBERT BRECKNER, director of production, KTTV (TV) Hollywood, promoted to executive producer succeeding **DUDE MARTIN** who will devote all his time to station's *Dude Martin Show* and enlarged merchandising campaign for Sears, Roebuck & Co., program sponsor.

VIRGIL A. BRINNON, director of continuity, WJW Cleveland, promoted to director of sales promotion.

Mr. Brinnon

DICK DRURY, WSRS Cleveland, to announcing staff, WEOL Elyria, Ohio.

RUDY RUDERMAN, news and continuity director, WGNR New Rochelle, N. Y., to WFBM-AM-TV Indianapolis, as writer.

FIN ANTHONY, announcer of CKNW New Westminster, awarded Benwell Trophy in salesmanship sponsored by Advertising and Sales Bureau, Vancouver Board of Trade.

DON O'BRIEN, sports director, WDGY Minneapolis-St. Paul, appointed program director replacing **JOHN LESLIE** who resigned to assume similar duties at WMBD Peoria, Ill.

LILLIAN RANDOLPH, star of CBS Radio *Beulah*, received "Angel" award for achievement in radio-TV from Cabelleros, Negro business men's group.

JACK THAYER, WLOL Minneapolis-St. Paul, selected by *See* magazine as one of nation's top disc jockeys.

AL MORGAN, staff writer, WCBS New York, to CBS Radio's public affairs staff, assigned to pre-convention political series, *Candidates and Issues*, as producer.

JOHN J. HYLAND named publicity director at WFIL Philadelphia succeeding **JOSEPH E. DOOLEY** who resigns to enter advertising field. **EDWARD J. UHLER** promoted to director of merchandising replacing **WILLIAM E. BENNETT** who leaves station to study in Europe.

BRYCE R. HOWARD, KRPL Moscow, Ida., to KSVP Artesia, N. M. **CARL FINCH,** announcer-operator, KRPL, joins KWAL Wallace, Ida., in same capacity.

WILLIAM HINDMAN, special events staff, WCOL Columbus, Ohio, to WLWC (TV) there, as announcer.

G. B. WORK to WKAN Kankakee, Ill., as announcer.

DICK RICHMOND, announcer-disc jockey, KGBS Harlingen, Tex., on three week leave of absence to return to active duty as Air Force public information officer.

JIM CURTIS, announcing staff, WHAY New Britain, Conn., to WSBA York, Pa., in same capacity.

TED RICH, assistant designer, NBC-TV *Colgate Comedy Hour*, named manager, production facilities department, KNBH (TV) Hollywood.

BILL BOHACK, chief announ... WPAT Paterson, N. J., and Phyl... Cunningham were married May 1...

JIM THOMAS, WCKY Cincinn... father of boy.

JIM WATSON, announcer, WT... Worcester, Mass., father of boy.

ANN CARLYLE, office manager, K... Los Angeles, and **ENRIQUE RE...** South American tenor and Colum... recording artist, were married ... Madrid last month.

BOB VESEL, program direct... WMTR Morristown, N. J., father ... girl, Donna, April 28.

***News* • • •**

GEORGE NATANSON appointed ... foreign correspondent staff, NBC, ... represent network in Buenos Air...

MARK SEEDON assumes similar d... ies in Cairo and **JAMES CHRIST...** in Rio de Janeiro.

CHARLES SHAW appointed news d... rector at WCA... Philadelphia.

Mr. Shaw

VICK AVER... newscaster, WFI... (FM) Chicago, ... WJEH Gallipol... Ohio, as news di... tor.

GEOFFREY L... GASS, KRPL Mo... cow, Ida., join... news staff o... KSRV Ontario... Ore.

ERWIN D. CANHAM, ABC news ana... lyst and editor of *Christian Scienc... Monitor*, appointed commander i... Order of Orange-Nassau by Quee... Juliana of the Netherlands for "wo... derful work the *Christian Scienc... Monitor* has done through the pa... years with the problem of covering th... Netherlands and Indonesia."

WSYR's Local Radio Sales UP 46%

Compared with same period in 1951

National Spot Advertisers TAKE NOTE!

Write, Phone or Ask Headley-Reed

WSYR SYRACUSE 570 KC

WSYR — AM-FM-TV — The Only Complete Broadcast Institution in Central New York

NBC Affiliate • Headley-Reed, National Representatives

Do you want to pay for

A Government Honeymoon at Niagara Falls?

You may be taxed for the cost of the most expensive honeymoon Niagara Falls has ever seen. The federal government's wooing of America's electric light and power threatens to reach a climax at the famous Falls.

Here's how. . . . A giant new hydroelectric power plant is going to be built on the Niagara River. And a critical point in the drive toward a government power monopoly is being argued over who will build it — the federal government or a group of 5 electric companies. (There is also a proposal to have the State of New York build the plant and sell the power.)

These electric light and power companies are ready with the plans and the money — and the lines to take the power where it will be needed — under normal public regulation.

But the job is held up — for there are people who want the federal government to take over electricity — as well as medicine and other businesses and services. They say the federal government should build the plant — even if it takes more time, and costs the U. S. public many millions in unnecessary taxes. Here's how the choice shapes up . . .

"MEET CORLISS ARCHER"—ABC—Sundays, 9:15 P.M., Eastern Time.

If electric companies build the plant

- **The companies and their investors will pay for it.**
- **Power produced will be shared by all, with rates regulated by state utility commissions.**
- **The Niagara project will pay about $23 million a year in local, state and federal taxes.**
- **Defense plants and others will begin to get the power in about 3 years.**

If the federal government builds the plant

- ***You* will pay for it in taxes — over $350,000,000.**
- **Specially favored groups will have first call on all power. Rates *won't* be regulated.**
- **Little, if any, taxes will be paid to local, state or federal governments from the sale of power.**
- **Government estimators say it will take them at least 5 years.**

NOTE: In no case would the scenic beauty of the Falls be affected. Nor has this project any connection with the controversial St. Lawrence Seaway.

Who do you think should build this new plant? Talk it over with your friends and neighbors. The decision ought to be made by the American people. . . . The government plan is a long step toward socialized electricity — because only power production is involved — with no other purposes, such as flood control, to complicate the issue. That's why these facts are brought to you by America's *business*-managed, tax-paying Electric Light and Power Companies.*

*Names on request from this magazine

On All Accounts

(Continued from page 10)

nauseate people," he added laughingly.

But doesn't that antagonize listeners in regard to the product? he was asked. "My results show that it doesn't," he stated.

Radio, he believes, was helped by video. He pointed out the money spent on radio to advertise TV sets.

Mr. Charles said that he chooses radio because he thinks that TV is overpriced. "For example, for the same price that I can buy one 20-second TV announcement, I can buy around 65 minute spots on radio. And one spot, even on television, is not enough to sell a big item. Dollar-for-dollar, radio today is a better buy than television," he emphasized.

Although a transplanted New Yorker, Mr. Charles thinks that Washington is the "hottest" advertising city in the country. "Where else," he asks, are you going to find appliance dealers spending $5,000 a week?"

In his native New York City, Alexander Lloyd Charles attended James Monroe High School where, incidentally, he was quite an athlete. He then studied engineering at New York's Cooper Union College.

After he left college, he was a salesman for a chemical company but successful friends in radio sales influenced him to try his hand at that medium.

He was in the sales departments of WINS New York City, WARM Scranton, WHYN Holyoke, WKIP Poughkeepsie and WINX Washington. He left WINX to join Kal, Ehrlich & Merrick in 1942.

Advertising's Pace

"I like advertising because, to use the old cliche, it keeps you young." This is substantiated by Mr. Charles who, although born March 8, 1912, looks considerably less than 40.

He is married to the former Gertrude Silber, of Poughkeepsie. They have two sons, Peter, 8, and Eric, 6. When he can, Mr. Charles likes to play golf and he shoots in the 80s. However, he seldom has time for golf.

"I need about three more hours in the day. Even then I couldn't play golf. I need that time to do my work the way I want to do it."

Mr. Charles believes that it's important for the advertising man to keep the upper hand with clients insofar as advertising is concerned. This he does, by producing results and injecting good humor into the relationship.

"I invented a gag," he said, a little proudly. "I call up a client and say, 'Good morning, this is the second-best advertising man in the world.' When he asks me who is the best, I reply, 'I am, but I'm modest.'"

there isn't time to read them all

Let's not kid ourselves. No advertiser, account man or agency time buyer has the hours or physical stamina to read all the trade press.

In radio-TV they concentrate on one — BROADCASTING-TELECASTING. (We've a hat-full of statistics to prove it.) It doesn't take five, three or even two publications to woo the attention of the people who really count. One does it — BROADCASTING.

They may not read the others (and paid circulation figures show they don't).

but they always read

BROADCASTING & TELECASTING

42 OUTLETS SIGN

With World in April

WORLD Broadcasting System, producers of sales and program services, signed 42 new subscriber stations during April to set a company record for one month's sales, Robert W. Friedheim, general manager, announced last week.

Mr. Friedheim said sales materials and audition discs on World's new *County Fair*, featuring Judy Canova, have been sent to more than 900 subscribers. *The People Choose*, election-year series of 13 half-hour shows, has been sold to 173 stations, with many advertisers sponsoring it as a public service, he said.

Another World series, the weekly quarter-hour *Get a Hit* baseball show, is being carried on 365 stations, Mr. Friedheim said.

HARPER TO TALK

At Library Group Meet

MARION HARPER Jr., president of McCann-Erickson, will discuss "Tomorrow's Advertising" as one of the principal speakers at the opening luncheon of the Special Libraries Assn.'s 43d annual convention, May 26-29, at the Hotel Statler in New York.

Other highlights of the convention will include a May 28 session on "Evaluation of Services Used in Advertising," with speakers including Hans Zeisel, research director of the Tea Bureau, "Evaluation of Radio and TV Services"; Frank McCord, research director of Cecil & Presbrey, "Evaluation of Market Research Services"; Gladys Hinners, manager of copy research for McCann-Erickson, "Evaluation of Copy Research Services," and Evelyn Becker, librarian of Needham, Louis & Brorby, on "Evaluation of Library Services."

Turkish Program

FIRST Turkish-language radio program to be broadcast in New York metropolitan area has begun on WHOM-FM New York 7-8 p.m. EST. Program is conducted by R. Oguz Turkkan, Columbia U. lecturer on Turkish history and New York correspondent for Turkish newspaper *Cumhuriyet*, and features music of that country and the Orient as well as news and special features in Turkish language.

'MICHAELS' LIST

ARTAS Awards Mad

WINNERS of the third annual "Michael" awards in radio and TV sponsored by the Academy of Radio and Television Arts and Sciences were announced last week.

NBC's *Big Show* was adjudged the radio program of the year, Red Skelton was named best TV comedian, and special citations were issued to Gian-Carlo Menotti's opera, *Amahl and the Night Visitors*, and to Theodore Granik's forum, *Youth Wants to Know*, both on NBC-TV.

List of winners follows:

RADIO CATEGORY

Program of the year, *The Big Show* (NBC); Musical, *Telephone Hour* (NBC); Drama, *Theatre Guild on the Air* (NBC); News program, Edward R. Murrow (CBS Radio); Public interest, *Metropolitan Opera* (ABC); Classical music, *NBC Symphony* (NBC); Mystery, *Dragnet* (NBC); Children's, *Greatest Story Ever Told* (ABC).

TELEVISION CATEGORY

Comedian, *Red Skelton* (NBC-TV); Variety, *Your Show of Shows* (NBC-TV); Situation comedy, *I Love Lucy* (CBS-TV); Drama, *Philco-Goodyear Playhouse* (NBC-TV); Mystery, *Dragnet* (NBC-TV); Panel Quiz, *What's My Line?* (CBS-TV); Discussion-Interview, *Meet the Press* (NBC-TV); Forum, *American Forum of the Air* (NBC-TV); Musical Variety, Fred Waring (CBS-TV); Daytime, *Garry Moore Show* (CBS-TV); News Program, *See It Now* (CBS-TV); Commercial Presentation, Schlitz Beer (CBS-TV); Innovation, Biography Shows on *Toast of the Town* (CBS-TV); Children's, *Zoo Parade* (NBC-TV); Announcer, Betty Furness.

RADIO & TELEVISION CATEGORY

Sportscaster, Mel Allen; Female Vocalist, Dinah Shore; Male Vocalist, Perry Como; Popular Song, Too Young. Citations: Gian Carlo Menotti's Opera, *Amahl and the Night Visitors* and Theodore Granik's *Youth Wants to Know*.

U.S. WEATHER NEWS

Morning Program Emphasized

U. S. Weather Bureau has discontinued its evening radio program, *National Weather Summary*, and has shifted its emphasis to morning programming.

This was announced by James C. Fidler, chief of the Weather Bureau's radio-TV division, who explained that lack of manpower forced the shift. *National Weather Summary* was carried up to April 18 by four Continental FM Network stations.

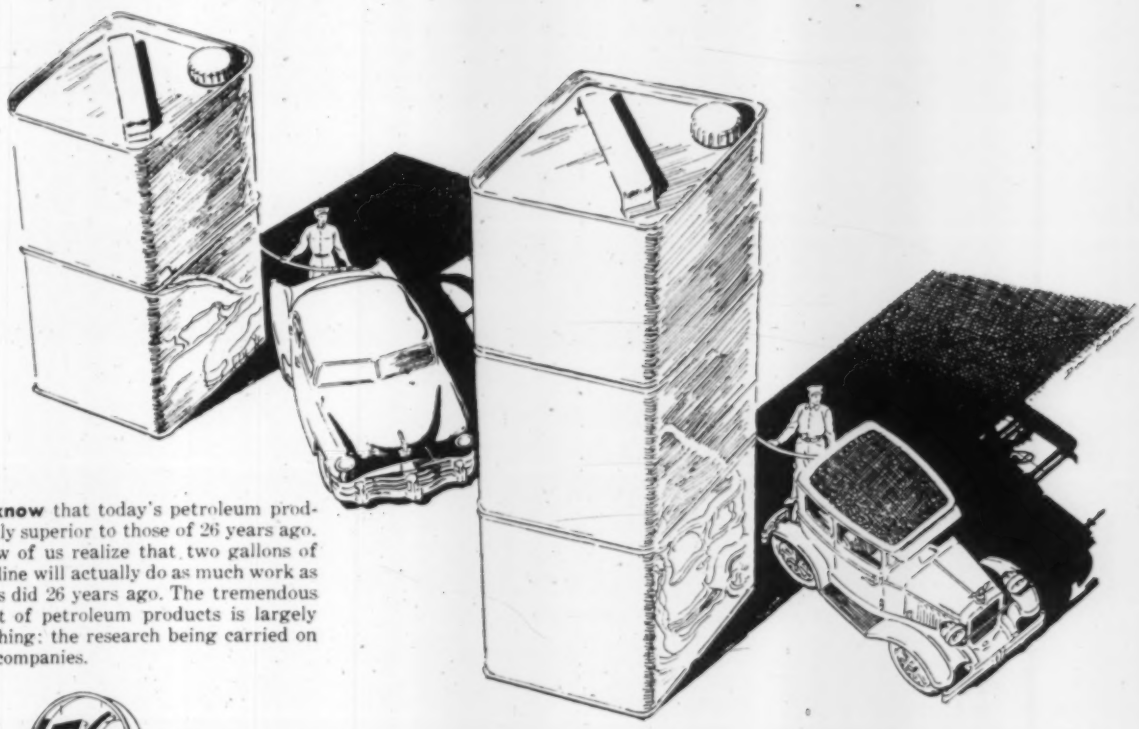
"However," Mr. Fidler added, "we would be receptive to any network interested in a weather summary program between 7 a.m. and noon."

Mr. Fidler makes three announcements per day on Dave Garroway's NBC-TV program, *Today*, Monday through Friday. He is heard in a weather summary over CBS on Friday.

Miss Nora B. Hall

MISS NORA B. HALL, 63, treasurer and a director of the Coshocton Broadcasting Co., licensee of WTNS Coshocton, Ohio, and president of the Coshocton Tribune Co., died at a hospital there May 5 of a heart ailment.

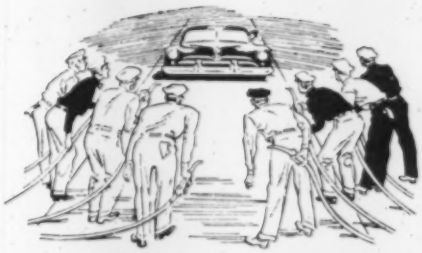
Why 2 gallons of the gasoline you buy today equal 3 gallons you bought in 1926



1. We all know that today's petroleum products are vastly superior to those of 26 years ago. But very few of us realize that two gallons of today's gasoline will actually do as much work as three gallons did 26 years ago. The tremendous improvement of petroleum products is largely due to one thing: the research being carried on by U. S. oil companies.

2. In February Union Oil opened the doors of its new $8 million Research Center near Los Angeles. Here a staff of 300 will work on product improvement as well as petrochemical research – the development of the base chemicals for such products as synthetic rubber, detergents and plastics.

3. Over the last 61 years the money we have spent per year on research has risen steadily from $3 thousand to over $3 million. Why? Not because we like to spend money or because someone told us we must. But *to keep ahead of our competitors* – all of whom are working on new and improved products too.



4. These 30,000 U. S. oil companies – big and little – are all competing with each other. Consequently, the *incentive* to develop new and improved products or techniques is constantly with all of us. This incentive is the driving force behind our whole free, competitive American system.

5. For it encourages the introduction of new and better products to a greater degree than could ever exist under a governmental monopoly.* As a result, the American people have the highest standard of living the human race has ever known.

**As long, that is, as the government doesn't tax industry to the point where there's no incentive left for research and development.*

UNION OIL COMPANY

OF CALIFORNIA

INCORPORATED IN CALIFORNIA, OCTOBER 17, 1890

This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California.

Manufacturers of Royal Triton, the amazing purple motor oil

"Put your ideas...

on RCA VICTOR Transcriptions!"

Good program ideas and top talent deserve RCA Victor transcription quality and service. Your material—spot announcements to full-length shows—should get the benefit of RCA's technical experience and research.

Your order, LARGE or SMALL, is recorded, processed and pressed in the country's best-equipped studios and plants . . . receives world-famous RCA Victor engineering. Complete transcribed radio production and script-writing facilities are available.

Contact an RCA Victor Custom Record office today:

630 Fifth Avenue
Dept. B-50, **NEW YORK 20**
JUdson 2-5011

445 North Lake Shore Drive
Dept. B-50, **CHICAGO 11**
WHitehall 4-3215

1016 North Sycamore Avenue
Dept. B-50, **HOLLYWOOD 38**
HILLside 5171

Write now for our fact-filled Custom Record Brochure!

RCA custom record sales

RADIO CORPORATION OF AMERICA
RCA VICTOR DIVISION

Our Respects to

(Continued from page 56)

higher education and left in 1919 with "enough credits to graduate with, but in all the wrong subjects."

When it came to choosing a career, Mr. Carroll had no doubt as to what he wanted to do. Even as a child he had gravitated toward advertising. As a pastime, he had diligently clipped and pasted up for future reference little verses in the Campbell Soup magazine ads.

Thus, on leaving high school, when 17 years old, he got his first job with Sigmund Kahn Agency, a small New York advertising firm, now defunct. He was office boy with a salary of $10 per week. The next three years, he went progressively from that agency to three others, ending up in 1926 as copy chief for Irwin Jordan Rose Corp.

To relieve the grind of commercial writing, he wrote humorous copy and verse, plus film reviews for *Judge*, whose staff young Carroll eventually joined.

He also did free lance copy for the old *Life*. These "outside" assignments brought him so much enjoyment both spiritually and materially that in 1926 he temporarily left advertising to devote fulltime to freelance writing.

Wide Writing Activities

For the next six years in addition to writing for *Judge* and *Life*, Mr. Carroll wrote for the *New Yorker, College Humor, Saturday Evening Post;* did a New York column for *Canada Goblin;* for two years did a radio column plus features for *New York Sunday World* until its demise in 1930; wrote vaudeville skits for "Garrick Gaities" and for about six months handled publicity for Tobus Klagfilm Syndikat, A.G., German film distributor.

In "spare time" during this period, he managed to collaborate with Harry Wagstaff Gribble on a musical review, "Cherry Pie," which ran for three weeks in Greenwich Village.

"The play got good reviews," explains Mr. Carroll, "but no one showed up."

Ending his vacation from advertising in February 1932, he joined the New York radio department of J. Walter Thompson Co. During the next 14 years he worked on network shows produced by that agency, such as *Burns and Allen—Guy Lombardo; Rudy Vallee Show; Shell Chateau; Chase & Sanborn Hour*, and *Paul Whiteman and Al Jolson*, which he started. Latter program later became known as *Kraft Music Hall*. In addition, the busy young man wrote interviews and the framework for CBS' *Lux Radio Theatre*.

At one period his schedule included writing for 2½ hours of Thursday shows *(Kraft Music Hall, Rudy Vallee Show, George Olsen* and *Frank Fay* programs); the hour *Al Jolson Shell Chateau* on Saturday; *Chase & Sanborn Hour* and *Joe Penner Show* half-hour programs on Sunday.

In Sept. 1946 Mr. Carroll left that agency to join Ward Wheelock Co., in Hollywood as agency executive on *Jack Carson Show*.

Before he left JWT, Mr. Carroll took along a permanent momento of his association there. Her name was Norma Tobias, a secretary on the agency staff. Robert T. Colwell, then his boss, and now the third man of the Sullivan, Stauffer, Colwell & Bayles lineup, was matchmaker. She became Mrs. Carroll on Sept. 19, 1934. The Carroll family, which now includes Lida, 16; Bruce, 12 and Adam, 8, make their home today in Beverly Hills.

Six months after joining Ward Wheelock Co., Mr. Carroll helped start the *Club 15* musical on a five weekly basis and *Double or Nothing*, daily audience participation show, both on CBS Radio. *Club 15* has since gone to thrice weekly on CBS Radio, with *Double or Nothing* shifted to NBC radio on its same daily schedule.

It was in the summer of 1950 that Mr. Carroll was named vice-president in charge of Ward Wheelock Co.'s West Coast operations.

A hard worker when a job has to be done, and a neat one too, agency co-workers concur, Mr. Carroll works best on a deadline. He likes to get things done "so [illegible] I can rest."

This probably accounts for [illegible] usual calm and relaxed man[illegible] which, added to his warm sense [illegible] humor and natural ease in get[illegible] along with people, makes [illegible] enjoy working with and for him.

He takes a serious outlook [illegible] the radio vs. TV debate. Mr. Ca[illegible] roll believes television is now [illegible] the same growing stages that ra[illegible] was in its beginning. Howeve[illegible] television will not "kill" radio, as[illegible] change it, he believes.

Mr. Carroll still freelance[illegible] magazine writing. He also [illegible] written several popular song[illegible] Most recent are "Christmas Is F[illegible] Children" and "You Say the Nic[illegible] Things." Other songs include "Bel[illegible] Me" and "Why Won't You?"

Other writings including coll[illegible] boration with Bob Hope on the ver[illegible] successful "I Never Left Home" which sold more than 1½ millio[illegible] copies, and "So This Is Peace." In the words of Mr. Carroll, the latte[illegible] was a "huge failure," selling a mere quarter million copies.

In spite of his loyalty to radi[illegible] it is TV which has given him hi[illegible] opportunity to become a star in his own right. For the past five years, Mr. Carroll has been a permanent panel member of the Sunday night show, *Movietone RSVP*, seen locally on KTLA (TV) Hollywood.

Not a joiner, his sole organization affiliation is the Hollywood Executives Club.

ARE YOU A STICKLER FOR COVERAGE?

Smart local advertisers know that WINS, with tremendous power day and night, reaches *lots* of listeners. They know it offers lowest cost per thousand listeners most every period of the day.*

"Spots," shows on WINS have a reputation for *selling*—extra pulling power. Ask any of our local advertisers—among them:

- The Bank for Savings
- Barney's
- Ben Tucker Furs
- Crawford Clothes
- Friendly Frost Stores
- La Basso Bakery
- Loew's Theatres
- National Shoes
- New York Telephone Co.
- Pioneer Food Stores
- Sterling Tobacco
- Torino Foods

You can sell *more* for *less* money in the Metropolitan New York market if you'll buy... 1010 WINS... it *sells!*

1010 WINS 50,000 watts Day *and* Night . . . New York

*Pulse (February, 1952)

CROSLEY BROADCASTING CORPORATION

MBS CO-OP SHOWS
Reach New High

SPONSORS of Mutual network cooperative programs have reached an all-time high to total 4,485 local and regional advertisers, Bert Hauser, director of co-op programs, announced Tuesday.

Noting that a total of 25 network programs were available for local sponsorship as of May 1, Mr. Hauser pointed out that *Game of the Day* leads the list, having been sold to 1,879 advertisers on 245 network stations. Only half the daily innings of these broadcasts are available to local backers, he explained, since the Falstaff Brewing Corp., St. Louis, sponsors the remaining play on a national basis.

An additional 625 sponsors have been attracted since Jan. 1 to the five Metro-Goldwyn-Mayer shows available for local sponsorship: *Crime Does Not Pay, Story of Dr. Kildare, Hardy Family, MGM Theatre of the Air,* and *Gracie Fields Show.*

The two leading MBS newscasters—Fulton Lewis jr., sold on 368 stations to 708 advertisers, and Cedric Foster, backed by 320 sponsors on 158 affiliates—together represent more local business sponsors than the combined contracts of all co-ops on other networks, Mr. Hauser said.

Other leading MBS co-ops include Cecil Brown, sponsored on 86 stations; *Mutual Newsreel* on 81, and commentator Bill Cunningham, 79.

Newest program added to the cooperative plan is Bert Bacharach's broadcast version of his syndicated column on men's dress and interests, *Men's Corner,* which is broadcast from 7:15-7:30 p.m. EDT, Wednesdays.

WCAO BIRTHDAY
30 Years Marked

MARYLAND'S oldest radio station, WCAO-AM-FM Baltimore, celebrated its 30th anniversary last Thursday and this year observes its 25th year with CBS. Station became one of the 16 basic affiliates of the network in 1927.

The 5 kw on 610 kc AM outlet and the 20 kw FM station today have four 300-ft. towers and transmitter equipment on a 31-acre tract, but began in 1922 as a 50 w AM station licensed to Sanders & Stayman Piano Co.

President and general manager today is L. Waters Milbourne, son of Sen. Lewis M. Milbourne who headed a group which bought WCAO in 1931. In August 1947, the station moved to its present location at 1102 N. Charles St.

According to officials, WCAO has been credited with creation of the original *Morning Musical Clock,* a favorite 6-9 a.m. program today. Nine WCAO employes have more than 20 years service and two announcers are veterans of 15 years or more.

KPRC-AM-TV WINS
Get-Out-Vote Campaign

VOTING at the precinct conventions in the KPRC-AM-TV Houston area May 3 was 50 times as great as in 1948 and was the biggest turnout in history after a concentrated get-out-the-vote campaign by the station, in close cooperation with its parent newspaper, the *Houston Post,* according to Marsh Callaway, KPRC promotion manager.

For the first time in the memory of any Texan, Republican voting at precinct level was greater than Democratic voting, he said.

On May 1, KPRC-TV presented *The Voice of The People,* a story of democracy in action. The same night, KPRC presented a radio version of the same theme. Both programs were introduced by Texas Gov. Allen Shivers. Jim Alderman, KPRC-TV, and Pat Flaherty, KPRC, served as moderators.

Heavy spot schedules ran from April 13 through May 3 on both stations, urging voters to participate in their precinct conventions, and publicizing a "Political Primer" newspaper insert. Jack Harris, KPRC-AM-TV general manager, made a personal appeal to managers of all Texas radio stations to encourage precinct convention participation.

HADACOL BACK
With New Radio Campaign

"NEW and intensive radio advertising campaign" for Hadacol will be conducted in eight southern states, according to Frank E. Heaston, director of advertising for LeBlanc Corp., Lafayette, La. The campaign may be extended into more states.

Campaign includes three to five one-minute spot announcements per day, six days a week, placed directly by LeBlanc Corp. from its headquarters. Spots were produced and transcribed by Erwin, Wasey & Co., New York. States covered include Alabama, Arkansas, Georgia, Oklahoma, Louisiana, Tennessee, Texas, Mississippi and cities of Cincinnati and Asheville, N. C. The proprietary product was promoted to nationwide fame and wide distribution by its former president, Dudley J. LeBlanc, Louisiana political figure, mainly by use of extensive radio advertising. Later the company went through bankruptcy and reorganization proceedings.

Columbus Poll Melee

CRUSADING News Editor Phil Kriegler of WGBA Columbus, Ga., was one of three newsmen allegedly attacked last Tuesday by a group of men as the three were taking pictures at a polling place in Phenix City, Ala., a city where gambling is the object of a clean-up drive. Other newsmen were Ray Jenkins and Tom Sellers of the Columbus *Ledger and Inquirer,* of which the station is an affiliate.

Advertisement

From where I sit *by* Joe Marsh

As a Matter of Fact...

Out of all the newspaper and magazine columns that I read, the ones I enjoy most are those that pack in a whole lot of facts—unrelated facts, maybe, but each one an interesting bit of information in itself.

These columns go something like this: "Did you know that humpback whales are addicted to snoring? That bees have been bred with red, brown, blue and buff-color eyes?

"Did you know that lead can be converted to gold—at a cost of only $1,000,000 an ounce? That a 555-pound fat girl went on a diet and lost 401 pounds in 12 months? That a chrysanthemum has been developed that smells like a violet?"

From where I sit, maybe I'm a kind of "Johnny-one-note." My own columns always seem to revolve around one idea—a plea for us to make sure we respect the other fellow's rights—like the right to vote for your own choice or the right to enjoy a glass of beer now and then. I may not be in style, but I believe my one fact is worth repeating—*and remembering!*

Joe Marsh

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MBS GAINS

Sales, Audience Increase, GT&R Reports

MBS is the only radio network with increased sales and audience from a year ago in the face of TV's progress, according to the annual report of General Tire & Rubber Co., which controls MBS and owns Yankee and Don Lee networks as well as seven radio and three TV stations.

The company substantially expanded its radio-TV interests with acquisition of WOR-AM-TV New York and KHJ-TV Los Angeles last Jan. 25, the report explains.

Total income of General Tire & Rubber Co. in the year ending Nov. 30, 1951, was $180,521,180, a new high. Net after taxes was $7,790,467 including net income of $773,827 from TV and broadcasting activities. Discussing the merger of Yankee and WOR with Thomas S. Lee Enterprises Inc., the report points out that the firm now has a major stock interest in MBS.

"Your company's 1951 investment in this subsidiary was exceeded by earnings for the year," it was stated.

In a section titled, "New Programs Command Attention of Radio and Television Listeners," the report comments on acquisition of WOR-AM-TV and KHJ-TV Los Angeles this way:

These new acquisitions along with the Yankee Network in New England and the Don Lee Network in the west comprise our subsidiary (90% owned —10% stockholder, R. H. Macy & Co.), known as the Thomas S. Lee Enterprises Inc., which controls 58% of the Mutual Broadcasting System's stock.

Both Yankee's 29 stations and Don Lee's 45 stations covering the 13 western states are key Mutual units. This subsidiary owns outright seven radio stations and three television stations. The other stations are affiliates.

In Mutual the other stockholders are the Chicago Tribune, the Cleveland Plain Dealer, Gimbel's, and Sedgewick-Rogers of Windsor, Ontario, and currently this 545-station Mutual system is the only network boasting increased billing and listening audience over last year despite television's inroads. Our sales and income have been excellent.

With its Metro-Goldwyn-Mayer deal, Mutual "scooped" the industry. Now it has regular week-day features starring such movie greats as Bette Davis, Errol Flynn, Mickey Rooney, Orson Welles, Lionel Barrymore, Lew Ayres, Marlene Dietrich, Ann Sothern, and many other stars.

Our three television markets of New York, Boston and Los Angeles service an area constituting about 30% of all the television homes in the country. The increase in television advertising in the last two years has far surpassed the performance of any media in the history of the world.

In a series of notes detailing general functions, the radio-TV expansion was discussed as follows:

Thomas S. Lee Enterprises Inc. and The Yankee Network Inc. reported a net income of $773,827 for the period ended Nov. 30, 1951. This included the net income of The Yankee Network, Incorporated to May 6, 1951, date of merger with Thomas S. Lee Enterprises Inc. and the net income of the latter company from Dec. 31, 1950, date of acquisition.

As of Jan. 25, 1952 General Teleradio Inc. was merged into Thomas S. Lee Enterprises Inc. for which Thomas S. Lee Enterprises paid $1,683,622 in cash and issued 732 shares of its capital stock (aggregate stated value $87,840); this changed The General Tire & Rubber Co.'s ownership of Thomas S. Lee Enterprises Inc. to a 90% interest. Coincident with this merger Thomas S. Lee Enterprises Inc. purchased certain assets from WOR Program Service Inc. for $1,236,000 in cash.

In connection with the above transactions The General Tire & Rubber Co., subsequent to Nov. 30, 1951, advanced $3,000,000 to Thomas S. Lee Enterprises Inc., which was made subordinate to a five year $2,500,000 bank loan of Thomas S. Lee Enterprises Inc. Under the terms of that bank loan Thomas S. Lee Enterprises Inc. has agreed that it will not pay any dividends (except stock dividends) so long as the aggregate principal amount of the loan exceeds $1,500,000 and thereafter only to the extent that tangible assets exceed total liabilities by at least $2,500,000.

Thomas S. Lee Enterprises Inc. has made certain long term leases (one of which was entered into in January, 1952), the performance of which The General Tire & Rubber Co. has guaranteed for various periods to the extent of $663,500 annually.

Radio and TV push broadens Italian-American market

Progresso food products don't believe big advertising budgets will crowd little fellows from shelves

On page 46 of Printers' Ink's April 25th issue, is a success story that tops them all. Consumers were asked to send to the advertiser, Uddo & Taormina, packers of Progresso Italian-American foods, labels and coupons representing $10.00 worth of Progresso merchandise.

Those who do this have their names and the names of relatives in Italy forwarded to a Rome correspondent of station WOV, New York. He then visits the relatives in Italy and records interviews with them. These interviews are sent back to the United States, and then comes a day when the American relatives hear the voices of their friends and loved ones still in Italy.

In addition to this sensational program, Progresso uses WPIX-TV, New York. The show, Opera Cameos, has "opened the door of dozens of super-markets and the pocketbooks of thousands of New Yorkers of non Italian origin."

The last paragraph of this exciting story says, "the aim of Uddo & Taormina Co. today is to spread throughout the country from coast to coast, everywhere, every place." Progresso started with WOV in New York; they then added WPIX-TV. Now they are planning to move across the country. Starting as a local advertiser, they will soon be regional advertisers, and eventually national advertisers.

If you missed this story drop me a line and I will send you the issue of Printers' Ink in which it appeared.

This radio and TV success story is typical of the constant research and reporting done by Printers' Ink every week, to make it easier for you to interest and SELL our 23,309 subscribers—more than two-thirds of them are buyers of advertising, men at the top management level, and their agencies, who place their business—the importance of using YOUR station to sell more of their foods, clothing, cosmetics, refrigerators, cars, rugs, carpets, furniture, plants, fertilizers, ice cream or what have you.

Bob Kenyon

Week after week, year after year, Printers' Ink is on the prowl, unearthing better ways to advertise new and old products. And in addition to all of the "How to do it" articles, most of them exclusive with Printers' Ink (such as the Progresso story) our subscribers have in the most convenient format, the news of the sales and advertising world, the names of the great and the near great *and what they are doing.*

We welcome the opportunity to tell you how a modest appropriation for say 1/6 of a page a week, or a full page, can be used by your station to win new customers, and cement more closely the accounts you now have.

When shall we have our first talk?

ROBERT E. KENYON, JR.
Advertising Director

Printers' Ink · 205 East 42nd Street, New York 17, N. Y.
Chicago • Pasadena • Atlanta • Boston • London

INCREASE in revenue each month in 1951 over the same month for the previous year has been announced by WITH Baltimore. Station also reported sales in 1950 have topped those of 1949. All station time between 6 and 11 p.m. is now completely sold, it was said.

GE CEREMONY

Aided By WSAI Re

WSAI Cincinnati played a pr nent part in a two-day ceremon General Electric Co.'s "Fastest Years in History" celebration w commemorated the running of first jet engine in America dedication of the Lockland, O GE plant.

Preceding the 10th anniver dinner at the Netherlands Pl Hotel, GE's own program, *Time*, with Dick Baker, W sports director, was origina from the hotel. Other special grams followed.

The next day, WSAI origina programs from the Lockland pl That night, taped recordings afternoon discussions during two-day celebration were air Special programs were under pervision of J. Robert Kerns, W managing director.

PUBLIC SERVICE

Ads Cited by S. C. G

VALUE of public service adve tising in building good will w stressed by Samuel C. Gale, Ge eral Mills vice president in charg of advertising and past chairma of the Advertising Council, in speech before the Public Utilit Adv. Assn. Friday at Minneapol

Outlining the Council's work public service advertising durin its 10 years, he told the grou "I think it has now been demo strated that public service adve tising is a surer, better, an sounder way of building good wi than the older forms of institu tional advertising."

Public utilities are "more de pendent than most upon public good will," Mr. Gale said, re ommending that every public util ties advertising man "give serious thought to earmarking a portion of his budget for public servic advertising. . . .

"There must be some reason why public service advertising is the fastest-growing classification of advertising, and there is: It is good citizenship and at the same time it is good business."

Additionally, he said, "advertising people. . . . have rediscovered themselves as the responsible trustees of the world's greatest instrument for mass persuasion. They have awakened to the fact that they are protecting the bases of democracy. . . ."

DISC—m.c., Stu Wilson, will be featured on *Are Ya Listinin'* on KBIG Avalon, Calif., when station begins operations. Show will occupy 9-12 noon slot, Mon. through Fri.

REACHES 93,217 RADIO FAMILIES
WEOK
POUGHKEEPSIE
REPRESENTED BY
EVERETT McKINNEY, INC

MAY 12, 1952

TELECASTING

THE VALUE GOES UP THE DAY YOU BUY IT

How many advertising media increase in value the day you buy into them? And the next day? And the next? To real snowball proportions?

Spot Television does.

Even as you sign the contract—more sets are being sold, the number of TV families is growing, the cost per thousand is going down.

Invest in Spot TV today.
It's the fastest rising stock in the advertising market.

WSB-TV .....Atlanta
WBAL-TV .....Baltimore
WFAA-TV .....Dallas
KPRC-TV .....Houston
KHJ-TV.....Los Angeles
KSTP-TV ...M'p'l's-St. Paul
WSM-TV .....Nashville
WTAR-TV .....Norfolk
KPHO-TV .....Phoenix
WOAI-TV ....San Antonio
KOTV .....Tulsa

REPRESENTED BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS

in our 7th year

1,050,216

COOKBOOKS SOLD BY WBAP-TV IN FORT WORTH AND DALLAS

(An Industry Record)

Yes, over a million cookbooks were sold by WBAP-TV during a 26-week period! The cookbooks were available in leading grocery stores in Fort Worth and Dallas. The promotion for the books was done over WBAP-TV, Channel 5.

Yes, WBAP-TV follows through to the point of purchase

The bulk of the promotion for these WBAP-TV cookbooks was done on Home Economist Margret McDonald's "What's Cooking?" program seen between 1:00 and 2:00 p. m. each weekday. On Mondays, Wednesdays and Fridays vivacious Margret would prepare a recipe from the current volume being promoted. On the other two days she would talk about the books and show them.

Margret's popularity in the Fort Worth-Dallas area has been phenomenal. In the past year she has received more than ten thousand pieces of mail from housewives in this area requesting food recipes, asking for advice on interior decorating, floor-cleaning, flower arrangements, furniture and a dozen-and-one other home management topics.

WBAP AM-FM-TV 570 - 820 Channel 5

WBAP
THE STAR-TELEGRAM STATION
SINCE 1922

- *CLEAREST PICTURE*
- *STRONGEST SIGNAL*
- *HIGHEST HOOPERS*
- *BEST PROGRAMS*

STAR-TELEGRAM STATION • AFFILIATED with ABC • NBC •
FORT WORTH, TEXAS
FREE & PETERS INC. *Exclusive National Representatives*

AMON CARTER, *Chairman* HAROLD HOUGH, *Director*
AMON CARTER JR., *President* GEORGE CRANSTON, *Manager*
ROY BACUS, *Commercial Manager*

NPA COLOR BAN

May Be Relaxed For Limited Manufacture

POSSIBILITY of a compromise regulation that would relax the ban on manufacture of colorcasting equipment in certain instances was held out by the government last week.

Despite published reports that a new order (M 90) would thaw the production freeze, it was understood that the prohibition would be retained on manufacture of color TV equipment which would preclude mass production in the industry.

The question was posed at a Thursday news conference held by Henry H. Fowler, National Production Authority administrator, and Manly Fleischmann, Defense Production Administrator. Mr. Fowler said an amended order would be issued in perhaps a week.

It was understood that the compromise goes farther than NPA's avowed intention to maintain the ban but permit manufacture of equipment for certain color TV theatre and department store uses. It would leave the door open for manufacturers to apply for authority to turn out equipment if it could be shown that there would be no conflict with defense contracts, no drain on engineers and if they used their current black-and-white TV materials allocations.

"Any relief would be much more apparent than real, however," an NPA official told BROADCASTING • TELECASTING. "It would not open the door to authorization but merely tell the manufacturer the combination to the safe. He would still have to hold the lucky number."

The "lucky number" appeared to be the three above-mentioned criteria, according to the NPA official.

If the order is approved by Mr. Fowler and screened by NPA's Clearance Committee for adoption, it could mean in effect that DPA-NPA is steering a course away from actual banning of the end product. In any event, it was emphasized, there will be no greater allocations of materials, with the result that the ban would, in effect, be retained indirectly.

The NPA official also noted that, without actual color TV broadcasting, mass production of colorcasting receivers and related equipment (adapters, converters, etc.) and scarcity of materials, "the relief would be academic."

Mr. Fowler, in response to a newsman's query, said the order is bound to "give some relief." Mr. Fleischmann added that there would be relief "with the passing of time if nothing else." Mr. Fowler indicated that he has not reached a decision whether to press the order into effect.

"We are trying to determine how we can relax the ban without endangering the military electronics program," Mr. Fowler told newsmen, referring to a desire to avert a situation where engineers would be pulled off military contracts.

NPA has been mulling the color TV issue the past three months since the second government-industry conference called by NPA to clarify the intent of M 90 [B•T, Feb. 11, et seq.]. It has been frankly acknowledged that NPA had studied the possibility of exempting color TV theatre applications at the insistence of the Theatre Owners of America, the Motion Picture Assn. of America and National Exhibitors Theatre Television Committee.

The issue is of paramount interest to 20th-Century Fox Film Corp. which, deferring to MPAA and TOA on the legal front, proposes to press its Eidophor projection theatre TV system into action.

Exemption for manufacture of closed circuit equipment used by department stores on an experimental basis also has been under study.

Mr. Fowler has indicated in the past that, whatever action the government takes, no additional materials will be made available to manufacturers for color production, and that the technical shortage remains acute.

Another question that has been raised by industry—particularly by Paramount Pictures Corp. on behalf of Chromatic Television Labs., which proposes to make the Lawrence tri-color TV tube—is whether materials may be used to produce a receiver capable of receiving both color and monochrome TV. NPA promised to clarify that, too.

In the cases of both Eidophor and Lawrence, officials have pointed out that no great quantities of materials would be needed to launch production of necessary equipment. It is this factor which touches intimately on charges that the government has, in effect, banned the end product rather than permitting manufacturers to use available allocations as they choose. The materials picture isn't likely to change substantially during 1952.

Unrest on the labor-management front has virtually dissipated any hope of the government decontrolling vital materials by year's end. These problems apparently will complicate Mr. Fowler's task as he takes over the reins of DPA June 1—subject to Senate approval.

Mr. Fowler was nominated by President Truman last Wednesday to head up DPA and will retain his post as National Production Authority administrator. He succeeds Mr. Fleischmann, who resigns to return to private law practice in Buffalo, and will report to acting Defense Chief John Steelman.

This action highlighted a week of government developments on

(Continued on page 81)

KOTV(TV) SALE

Wrather Buying 85%

CONTROLLING interest in KOTV (TV) Tulsa has been sold by George E. Cameron Jr. and John B. Hill to Texas oilman J. D. Wrather Jr. Sum for the 85% interest owned by Messrs. Cameron and Hill was announced as in excess of $2 million. Helen Alvarez, general manager of the station, retains her 15% interest in the licensee corporation and is expected to continue in her present position.

Sale of KOTV brings to two the number of TV stations purchased in the month since the April 14 FCC Sixth Order and Report ending the TV freeze. A fortnight ago, announcement was made of the sale of KPHO-AM-TV Phoenix to Meredith Publishing Co. for $1.5 million [B•T, May 5].

Although in preparation before the freeze-lifting, application for FCC approval of the transfer of KOB-AM-TV Albuquerque to Time Inc. and former FCC Chairman Wayne Coy for $600,000 [B•T, April 28] was filed after the Sixth Report and Order was issued.

All three sales were of TV outlets in one-station markets and all are in the Southwest.

Although Mr. Wrather makes his business headquarters in Dallas, he makes his home in West Los Angeles, Calif. In his late thirties, he is married to movie actress Bonita Granville. He has produced some independent motion pictures.

Associated with Mr. Wrather in the purchase of KOTV is his mother, Mrs. Mazie Wrather. It is believed that Mr. Wrather has his eye on TV in other cities, either through purchase or grant.

Application for FCC approval is expected to be filed in the next week or two.

Separate TV Company

It is understood that the interests of Mr. Wrather and his mother will be incorporated in a separate television company which will be the parent company of the licensee of KOTV, Cameron Television Inc.

KOTV began operation Nov. 30, 1949. It operates on Channel 6, with 16.6 kw visual power, from a 450-ft. antenna atop the National Bank of Tulsa Bldg. Antenna is 490 ft. above average terrain. It is affiliated with ABC, CBS and NBC on a non-interconnected basis. Tulsa is due to be interconnected July 1 when the AT&T throws a microwave relay link into the city from Oklahoma City. Station charges $500 for one-time Class A hour period.

Cost of constructing the Tulsa TV station was $265,988.34, according to the figures submitted in its license application. Major portion of this cost was for studio equipment, $102,958.85, with the transmitter costing $89,506.72 and the antenna system, $29,802.77. As of June 30, 1951, KOTV was reported to have a net worth of $463,368.12. Its net profit at that date for the fiscal year was reported as $82,-604.35.

Mr. Cameron, also an oilman, is 70% stockholder of KOTV and is president of the licensee. Mr. Hill owns 15% of the station and is secretary-treasurer as well as commercial manager.

FROM MADISON AVE. TO HOLLYWOOD & VINE:

THERE'S NO BUSINESS LIKE TV TALENT BUSINESS

By DAVE GLICKMAN

THERE'S no business like TV business as far as talent agencies are concerned. It's big business with them today.

Television requirements, both for live and film productions, have created the greatest demand for a constant supply of talent that the entertainment business has ever known.

Demand is for almost any kind of talent that will hold viewers' attention. All concerned feel this demand is hardly in its infant stage of growth. With the FCC freeze lifted and more stations eventually to be on the air, needs will multiply. As a result, talent agencies are scouting the countryside, looking for new personalities that can be developed in stature and thus be available for TV.

Many talent agencies in Hollywood and New York are doing more business with video today than with motion picture studios.

Although top salaries and story prices in television aren't to be compared with those offered by the movie industry, demand for artists of various kinds and material frequently gives an agent greater profit for a week's activity than he gets from motion picture placement. The recall of artists is more frequent too.

Off-setting present comparatively low salaries for the general run of "name" talent are residual rights agencies are creating for clients and themselves through ownership of filmed packages which may have substantial re-release value for many years.

Most of the TV deals with residual rights are along the same pattern, with motion picture stars asking $2,500 and up for making a half hour film, plus 15% to 25% of net on re-sale, over a ten year period or more. Some are asking a 50% interest in the package.

A cost factor partially overlooked in the TV boom is directing and production talent now also seeking residual rights. Musicians also come under the residual rights clause through demanded AFM 5% royalty formula on TV filmed shows.

Besides spotting "name" and lesser known artists and acts on local and network video shows as guests, several agencies package weekly live programs for advertisers or for sponsor consideration. Through talent on their rosters, some of these agencies also own a healthy percentage share in other packages.

TELEVISION's insatiable thirst for material and new faces has the talent scouts probing into every nook and cranny for both tried and neophyte performers. And in TV's post-freeze era that demand will reach even more fantastic proportions. Herewith BROADCASTING • TELECASTING gives a rundown of the current situation in leading TV talent centers.

Shows Seeking Talent

Devouring talent are such network TV programs as NBC-TV *Milton Berle Show*, *Philco TV Playhouse*, *Comedy Hour*, *Robert Montgomery Presents*, *All-Star Revue*, *Ford Festival*, *Kate Smith Hour* and *Armstrong Circle Theatre*; ABC-TV *Celanese Theatre*, *Personal Appearance Theatre*, and *Pulitzer Prize Playhouse*; CBS-TV *Studio One*, *Ken Murray Show* and *Toast of the Town*, and DuMont-TV *Calvacade of Stars*.

Not to be forgotten are numerous detective-mystery programs both live and filmed, that need new faces and voices to support starring characters.

Leading the agencies most active in TV are William Morris Agency, Music Corp. of America, Famous Artists Corp. and General Artists Corp. Others are the James L. Saphier Agency, Nat C. Goldstone, Don Sharpe, Sam Jaffe, George Rosenberg, Frank Cooper, Wynn Rocamora, Mel Shauer, Paul Small and many of similar stature in Hollywood's talent row who are busy in the new medium.

William Morris Agency, for example, represents Eddie Cantor, Jimmy Durante, Danny Thomas, Ed Wynn, June and Stu Erwin and Groucho Marx, to name but a few in TV.

Mickey Rooney's signing with NBC-TV to star in a comedy situation series was handled through William Morris Agency. The deal is similar to that recently closed with Joan Davis, comedienne.

Peter Coe, featured in Commander Films' *Hellgate*, to be released through Lippert Pictures, turns writer-director for *Port of Embarkation*, TV film series being packaged by William Morris Agency.

Ross Western Series

The 39 half-hour TV-filmed *Tom Keene*, western series to be made by Sidney R. Ross Productions, is another William Morris package. Tom Keene starred in early western movies.

Agency also is handling *The Ruggles*, packaged by Bob and June Raisback. In addition it represents Hal Roach Jr. in Showcase Productions sale of TV filmed *Racket Squad* series sponsored by Philip Morris on CBS-TV.

As agent for June and Stu Erwin, William Morris Agency also is involved in ABC-TV *Trouble With Father*, sponsored by General Mills, which Roland Reed Productions is filming.

Wally Jordan and George Gruskin are in charge of New York radio-television activities of William Morris Agency. Frank Samuels, formerly ABC Western divi-

(Continued on page 87)

* * *

ETHEL BARRYMORE and G. Ralph Branton (l), president Interstate Television Corporation, sign long-term contract under which the stage and screen star will appear as actress and commentator and serve as an advisor on *The Ethel Barrymore Theatre*, series of half-hour filmed TV shows now in production. Lee Savin (center), former New York TV producer now associated with ITC, handles productions of the series.

AIR HAZARD BILL

Johnson Bill Could Curb Tall Towers

IT APPEARED last week that Congress was suddenly being injected into the radio-aviation deliberation of the possible threat of tall TV towers to air navigation [B•T, April 28].

The new development cropped up last Wednesday with introduction by Senate Interstate and Foreign Commerce Committee Chairman Ed C. Johnson (D-Col.) of a bill (S 3129) that is entitled:

"To authorize the Secretary of Commerce to remove obstructions or hazards to air navigation, to prevent future obstructions or hazards to air navigation, and for other purposes."

The bill's debut in the Senate came as the broadcasting-aviation working committee last week labored over the problem of tower hazards to air navigation.

The bill is as wide and deep in its scope as TV towers are high. It encompasses "any object constructed or installed, including, but not limited to, buildings, towers, smokestacks, and overhead transmission lines."

Object of the legislation is aircraft safety. Air crashes of the past month at locations near airports apparently have brought need for legislation to correct hazards to a head, it was pointed out.

But it also would empower the Commerce Secretary to set up standards for any structure (including radio and TV towers) more than 500 ft. above ground.

As the bill states:

All federal agencies constructing or altering, or authorizing the construction or alteration of, any structure, or furnishing financial assistance in connection therewith, shall adhere to the standards established and regulations issued by the Secretary, or require adherence thereto.

Legal observers were asking whether this legislation if made law would make FCC a subsidiary under the Dept. of Commerce in its authorization of tower heights and sites.

Pertinent Parts Listed

Sen. Johnson's measure would add a new title XIII to the Civil Aeronautics Act of 1938.

Pertinent parts of the bill, follow:

. . . all . . . airspace which is 500 ft. or more above the surface of the subjacent land and which is unoccupied on the effective date of this title or which hereafter becomes unoccupied and remains unoccupied for a period of seven years, is declared to be an easement for the purpose of aerial navigation and its occupancy shall be subject to regulation and control for the furtherance of that purpose.

. . . the Secretary [of Commerce] shall promulgate regulations limiting the height, type of construction, and nature of occupancy to which future structures or objects of natural growth may be extended or built into the airspace.

The measure would permit a "request for relief" to be filed with the Secretary by any person holding that a regulation interferes with property right (must be presented within one year after date of publication of regulation). After the Secretary determines whether any taking has occurred, after notice and opportunity for hearing, he may do one of two things: "(1) fix the amount found due as compensation for such taking, or (2) grant such relief by exception to the regulations, or otherwise, as he may deem necessary."

The Secretary would be empowered to issue permits after application by "any person who desires to construct or alter any structure or to allow any object of natural growth to grow into airspace above 500 ft., contrary to any rule, regulation, or order issued. . . ."

If a structure (including towers) is determined to be an obstruction or hazard to air navigation, the Secretary may "remove, relocate or alter" this structure. In addition, he could prevent its "construction, alteration or growth" or "permit the identification by appropriate means of existing structures. . . ."

Full authority for removal or alteration "of any structure or object of natural growth extending into the airspace . . . above 500 ft. without permit therefor duly issued by the Secretary" would be permitted him.

The new standards would apply to those areas which "(1) underlie the paths of flight through the navigable airspace where substantial air traffic exists or is reasonably anticipated, or (2) are in the vicinity of (a) landing areas owned, leased, or substantially used by the Federal Government, (b) landing areas used or authorized for use by air carriers, or (c) landing areas which in the opinion of the Secretary are essential for use by aircraft engaged in air commerce."

The Secretary would exercise his powers "after consultation with the Secretary of Defense and the Civil Aeronautics Board."

It was understood that the aviation industry has tried sponsorship of similar bills over a number of years but heretofore has been unsuccessful in its attempts.

The bill was referred to Sen. Johnson's Committee on Interstate and Foreign Commerce.

A previous attempt by the Air Transport Assn. for legislation to specify that FCC have the power to deny applications which propose to construct TV towers believed to be hazards to air traffic did not succeed in the House Interstate and Foreign Commerce Committee. The committee then was engaged in consideration of the McFarland bill. ATA recommended its amendment be included in that bill [B•T, April 7].

Meanwhile, radio-TV representatives at the broadcasting-aviation committee meeting last week in Washington hinted that they might prefer not to have any specific national criteria for the use of airspace subcommittees. Meeting was the first of the "ad hoc" group, appointed after the general meeting last month. Another meeting was scheduled for May 16.

National Rules Opposed

Reasons for opposing the establishment of national rules were said to be two: (1) Cooperation between aviation interests and broadcasters has been effective in resolving hundreds of cases, although in some instances there have been failures.

(2) Each situation is unique, and national instructions would be unfair to individual cases—an application for Dubuque should not be considered in the same way as one for Chicago.

There was also the feeling that agreement on criteria might give the airspace subcommittee's recommendations a legal status before the FCC. This would be contrary to the Communications Act, some feel.

On the other hand, if no nationwide standards are established, some fear that there might be several, perhaps conflicting, tests—by CAA, Air Force, Navy and each of the 48 states.

Last week's meeting discussed the alleged problem and ended with the decision to postpone any action until radio-TV and aviation representatives could circularize their respective membership and get their views on the suggested criteria [B•T, May 5].

In the course of the meeting, the Air Line Pilots Assn. representatives disowned the press release put out two weeks ago in Chicago

(Continued on page 78)

television applications

Digest of Those Filed With the FCC May 2 through May 8

(† Indicates pre-thaw application re-filed.)

Boxscore	VHF	UHF	Total
Applications filed since April 14	13	9	23

* One applicant did not specify channel number.

Listed by States

SAN BERNARDINO, Calif. — KITO Inc., UHF Ch. 18 (494-500 mc), ERP 81 kw visual; antenna height above average terrain 3,688 ft., above ground 110 ft. Estimated construction cost $179,821, first year operating cost $180,000, revenue $200,000. Studio location 569—4th St., San Bernardino. Transmitter location in San Bernardino Mountain Range, 34° 14' 10" N. Lat., and 117° 14' 42" W. Long. Studio equipment DuMont, transmitter DuMont, antenna GE. Legal counsel H. G. Wall. Consulting engineer Owen J. Ford. Applicant is licensee of KITO San Bernardino. Principals include: President **J. J. Flanigan** (49%), general manager of KITO; Vice President and Treasurer **H. G. Wall** (23%), now retired, but officer and 38% stockholder from 1942 to 1948 in WDSU New Orleans, La., and officer and 75% stockholder from 1938 to 1944 in WIBC Indianapolis, Ind., and Secretary **Margaret B. Wall** (28%).

† YOUNGSTOWN, OHIO — WKBN Bcstg. Corp., UHF Ch. 27 (548-554 mc), ERP 203 kw visual; antenna height above average terrain 509 ft., above ground 491 ft. Estimated construction cost $353,000, first year operating cost $250,000, revenue $225,000. Transmitter location (coordinates) 41° 03' 30" N. Lat., 90° 38' 42" W. Long. Studio equipment RCA, transmitter RCA, antenna RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer Millard M. Garrison, Washington. Applicant is licensee of WKBN Youngstown. President is **Warren P. Williamson Jr.**, general manager of WKBN.

KERRVILLE, Tex.—Kerrville Bcstg. Co. Frequency, ERP, site, etc., to be determined. Application filed by **William R. Meredith.**

Existing Station

Change in Channel

WXEL (TV) PARMA (Cleveland), Ohio—Empire Coil Co., Ch. 8 (180-186 mc), ERP 316 kw visual; antenna height above average terrain 1,000 ft., above ground 775 ft. Estimated construction cost $237,000. Main studio location to be moved from Parma, Ohio, to 1630 Euclid Ave., Cleveland. Transmitter location remains 4501 Pleasant Valley Road, Parma, 41° 21' 47" N. Lat., 81° 43' 03" W. Long. Studio equipment RCA, transmitter RCA, antenna RCA. Legal counsel Morton A. Wilner, Washington. Consulting engineer Benjamin Adler, New Rochelle, N. Y. Principals include: President **Herbert Mayer** and Vice President and General Manager **Franklin Snyder.**

Applications Returned

MONROE, La. — James A. Noe (KNOE).

DULUTH, Minn.—Red River Bcstg. Co. (KDAL).

ALBUQUERQUE, N. M.—Greer & Greer.

SANTA FE, N. M.—Greer & Greer.

FREMONT, Ohio — Wolfe Bcstg. Corp. (WFRO).

WILKES-BARRE, Pa. — Wyoming Valley Bcstg. Co. (WILK).

KERRVILLE, Tex.—Kerrville Bcstg. Co. (KEVT).

SAN JUAN, P. R.—Jose Ramon Quinones (WAPA).

GRID TELECASTS

Continue 'Harmful Effect' on Gate, NCAA Told

THOUGH colleges whose football games last year had no football TV competition fared worse in attendance than those which did have TV competition, telecasting football games "continues to exercise a harmful effect on college football attendance."

These seemingly contradictory findings are among highlights of the National Opinion Research Center's third report on "The Effects of Television on College Football Attendance," prepared for the National Collegiate Athletic Assn. and released by NCAA Friday.

"Colleges with TV in 1951 reported only a moderate loss of 4% from their 1950 levels, compared to a more serious 10% decline for colleges with no TV competition," the report asserts. It uses graphs to show, however, that the "TV differential"—defined as "the difference between the relative attendance trends of colleges exposed to television competition and those not exposed"—was "significantly" less last year than in 1950, when football TV was unrestricted. This narrowing of the "TV differential" it ascribes to the effects of NCAA's controlled-TV plan.

Slowing of Decline

"While television continues to affect football attendance unfavorably," the study asserts, "the NCAA's 1951 experimental program of limited TV did succeed in slowing the rate of decline among those colleges faced with TV competition."

In large measure the report takes the long-haul look in its comparisons, stacking 1951 figures against those for pre-television 1947-48.

The report concludes that "It is obviously too early to expect basic attendance behavior to have fully adjusted to television competition" and that "The situation is still a fluid one, and any 'final' determination of TV effects must await further years of experience and research." NCAA meanwhile planned to announce its controlled TV plan for 1952 in a few weeks.

Other highlights of the 30-page report, covering results of surveys and studies which were made before, during and after the 1951 season:

● Overall attendance in 1951 was down 6% from 1950 ("due largely to such factors as the pinch of inflation and the decline in student enrollment").

● Compared to 1947-48, "large, medium, and small colleges all reported very much lower attendance figures when they were exposed to television competition than when TV was absent. The 'TV differential' was similarly found both for attractive games, between traditional rivals or involving teams of high performance, and for less attractive games, when the teams were colorless or ill-matched."

● The high school football gate has reflected a TV effect similar to that among colleges, except that NCAA's controlled TV plan did not appear to help the high schools.

● "The personal characteristics of television owners closely resemble those of football fans . . . and TV ownership and interest in football are themselves highly correlated. Football fans are much more likely to own a TV set than are people who lack an interest in the game."

● TV "exerted its greatest depressing effect among those fans with only a small or moderate interest" in football, according to analyses of special Boston and Pittsburgh studies.

● Studies of the effect of length of TV ownership upon attendance behavior showed no differences consistent or large enough to have "statistical significance."

● College football fans "are almost always interested in other sports as well," and watching or attending other sports can "fairly easily" be substituted when no college football is on TV on a particular Saturday.

● "The overwhelming majority of fans concentrate their attendance on the games of only one college. Thus, if the favorite team has a poor season, television rather than actual attendance at another stadium becomes an easy substitute; while if a blackout is unexpectedly encountered, the fan is more likely to substitute some other activity than to patronize the disappointing team of his choice or to visit an unfamiliar stadium."

● Two-thirds of the football fans in TV areas were "completely unaware" of NCAA's Limited-TV plan last fall, "despite the adverse newspaper publicity in a few areas," and "even among the one-third who expressed some familiarity with the plan, the majority lacked accurate information."

● In TV areas small college football attendance was "markedly higher" when no games were available on TV, but such differences did not generally occur among larger colleges (attributed to difficulty in achieving 100% blackouts, since many fans could still tune in games from adjacent cities, and to general awareness of blackouts until too late to attend games personally).

Summary of TV Impact

The report summarized the history of television's impact on college football attendance as going from "imperceptible" in 1948, when there were less than a million TV sets, to "perceptible but small" in 1949; "substantial" in TV areas in 1950 despite attendance gains elsewhere to "falling attendance everywhere" in 1951, but with a "a relatively smaller loss in TV areas with the end of unrestricted telecasting of college games."

The study showed that "colleges competing with televised football in 1951 reported a loss of 1.5 million ticket sales compared to their 'expected' attendance based on the pre-television levels of 1947-48, while "colleges with no TV competition boosted 1951 paid attendance by 318,000 over their 'expected' 1947-48 average." Putting the 15% loss in TV areas with the 6% gain in non-TV areas, compared to 1947-48, the report found a "TV differential" of 21%.

Overall paid admissions to college football games totaled 13,900,000, it was reported, for a decline of about 6% from the previous year's figure.

The following table was presented to show that "in heavily saturated television areas, attendance trends are markedly lower":

Per Cent of Expected Attendance*	Large Colleges	Medium Colleges
Areas where fewer than 40% of families own TV	113.7%	132.3%
Areas where 40% or more of families own TV	85.0%	75.5%

* "Expected" attendance is actual average paid attendance reported by each college for the two pre-television years 1947-48.

Regarding findings that small colleges suffered less from television in 1951 than large ones did, the report cited "the greater importance of student ticket sales among the small colleges" and suggested: "One would expect that the small college game attracts fewer 'marginal attenders' who are likely to succumb to TV competition than the larger schools do."

As between TV owners and non-

(Continued on page 80)

THAW TO BE THWARTED?

Law Suit Looms

APPEAL to broadcasters and the public not to be disappointed if the FCC's freeze-end order is held up by court actions was made last week by Washington radio attorney Arthur Scharfeld, president of the Federal Communications Bar Assn., in a speech before the Georgia Radio Institute at Athens, Ga. (see Institute story, page 24).

After reciting some of the possible actions that might be taken against the Sixth Report and Order [B•T, April 14], Mr. Scharfeld warned that the effective date might be suspended.

"If this should happen, I hope that the broadcasters and the country as a whole will realize that the entire future of television in our country is being shaped in these proceedings and they will not feel that further delay—in aid of effort to effect the best possible television system—is unwarranted," he said.

"After all, it has taken the Commission approximately four years to find what it considers to be the best solution to the television problem. If another few months should prove to be necessary to improve the future of television, we should be neglecting our duty to the country and to posterity to strive for immediate advantage at the expense of achieving the finest possible use of this new and great medium of communication," he concluded.

Generally following the lines of the attack on the Commission's report laid down by FCC Comr. Robert F. Jones in his dissent and speech two weeks ago before the Ohio Assn. of Broadcasters in Columbus [B•T, May 5], Mr. Scharfeld cited the following "weaknesses" in the Commission's action:

(1) Only through rule-making may anyone get a channel into a community not now assigned that channel. This means that a prospective TV applicant may expend money, time and energy in convincing the Commission that a certain channel should be reassigned, but there is no certainty that the applicant who got the channel reassigned will be the one who gets the grant.

(2) Technical standards were not established before the assignments were made. Thus, "participants . . . were not informed of the rules of the game until after the game was over." Unfairness of this was illustrated in the case of one prospective telecaster who had a VHF assigned to his community in the proposed 1951 Third Report which nobody opposed, awoke April 14 to find it gone. Because the Commission decided that co-channel separations in his area must be 220 miles, rather than the 180 miles it had proposed, the FCC found it necessary to assign his city's channel to a nearby community which had had its two VHF channels deleted because of the wider separations. Other "rules of the game" changed without notice were maximum powers and antenna heights.

(3) Competitive advantage for VHF stations over UHF illustrates the unfairness of the Report. VHF channels are permitted extra-wide coverage, while UHF channels by their nature are constricted in service areas. Intermixture of VHF and UHF is another "unfair" decision. Cities having VHF service are in most cases close to set ownership saturation, and thus makes it doubly difficult for a UHF station to start as a competitive equal with the existing station or stations.

"There appears to be a basic flaw in the Commission's standards permitting the use of maximum power

(Continued on page 86)

ANOTHER

Merchandising LOS ANGELES TV HEADLINER!

"Foods for Thought"

with BETTY HOYT and guests

AN OUTSTANDING FOOD MERCHANDISING PROGRAM FOR SELLING THE BILLION-DOLLAR SOUTHERN CALIFORNIA FOOD MARKET

Here's the kind of TV show food advertisers dream about—and the wise ones take advantage of! Results prove it's the kind of show Southern California homemakers like, too. Betty Hoyt gives up-to-the-minute market news... the best buys of the day... menu ideas, etc. Each day the "best buys" come from a different grocery company. A rotating plan gives all markets a chance: supers, small chains, independents. What's more, Betty Hoyt and her staff work right with these stores... arrange for shelf and stack displays and get other point-of-sale merchandising aids. Tie-in grocers' ads feature TV specials. Spots are available on "Foods for Thought" *at the moment!* Time: 3:00 to 3:30, Monday thru Friday. For full details, contact KNBH, Hollywood, or your nearest NBC Spot Sales Office.

TO SELL THE BUYING MILLIONS IN

AMERICA'S *2ND LARGEST TV MARKET*

NBC HOLLYWOOD

KNBH channel 4

YESTERDAY
and
TODAY
in
Central Indiana
at
WFBM-TV
"First in Indiana"

•

Yesterday . . . .

On May 30, 1949 there were 2500 Sets in WFBM-TV's coverage area.

Today . . . . there are

232,000

Sets in use in WFBM-TV's coverage area

In planning your TV coverage remember to TAKE A CLOSE LOOK at the Central Indiana Market—COMPLETELY COVERED by WFBM-TV.

Represented nationally by The Katz Agency Inc.

WFBM-TV

Channel 6

"First in Indiana"

telestatus

'I Love Lucy' Top In Two Nielsen Poll

(Report 215)

NATIONAL ratings for top ten television programs for a two week period ending April 12 have been released by A. C. Nielsen Co. as follows:

NUMBER OF TV HOMES REACHED

Rank	Program	Homes (000)
1	I Love Lucy (CBS)	11,055
2	Arthur Godfrey & Friends (CBS) (Liggett & Myers Tobacco)	8,354
3	Arthur Godfrey & Friends (CBS) (Pillsbury Mills Inc.)	8,138
4	Red Skelton (NBC)	7,956
5	Texaco Star Theatre (NBC)	7,440
6	Your Show of Shows (R. J. Reynolds) (NBC)	7,136
7	You Bet Your Life (NBC)	7,083
8	Your Show of Shows (Participating) (NBC)	6,915
9	Colgate Comedy Hour (NBC)	6,870
10	Fireside Theatre (NBC)	6,578

PER CENT OF TV HOMES REACHED IN PROGRAM STATION AREAS*

Rank	Program	Homes %
1	I Love Lucy (CBS)	68.2
2	Arthur Godfrey's Scouts (CBS)	60.0
3	Arthur Godfrey & Friends (Pillsbury Mills Inc.) (CBS)	56.2
4	Arthur Godfrey & Friends (Liggett & Myers Tobacco) (CBS)	55.0
5	Red Skelton (NBC)	49.9
6	Texaco Star Theatre (NBC)	46.1
7	Your Show of Shows (Participating) (NBC)	45.7
8	Your Show of Shows (Reynolds, R. J., Tobacco) (NBC)	45.4
9	You Bet Your Life (NBC)	44.1
10	Colgate Comedy Hour (NBC)	43.2

*The Nielsen "per cent of homes reached" gives a relative measurement of the audience obtained by each program in the particular station areas where it was telecast—all TV homes in those station areas able to view the telecast being taken as 100%.

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All Night TV Pays Off For WDTV

ALL-NIGHT television, according to Harold C. Lund, general manager of DuMont's WDTV (TV) Pittsburgh, can be a profitable operation. And he has the profitable operation to prove it.

WDTV, currently the only television station operating around the clock, found swing-shift programming a paying proposition from the start, eight weeks ago. Right now, advertisers are waiting to get on.

Mr. Lund conceived of all-night programming in response to letters from swing-shift workers in Pittsburgh's industries who complained that they reached home in time to see only a little TV each night—or maybe none at all. A check of steel mills and other plants indicated there would be a potential audience of about 200,000 swing-shift employes.

So advertisers were lined up and WDTV, which had signed off at 1 a.m. on the average, started programming on through the night, Monday through Friday.

The first feature is sponsored on a rotating basis. After that, the advertising consists of spot announcements. Rates are "a little lower" than the station's class C charges, Mr. Lund reports. WDTV relies on film for its swing-shift programming, and employs abo 10 persons through the night. Fr quently, films which have be shown previously on the stati during the daytime are repeate in the early morning hours. B Mr. Lund points out, this is an e tirely different audience anywa A serial is carried regularly 3:30 a.m. and has won a conside able following.

A short time ago, Guidepost R search, Pittsburgh, took some ra ings on the post-midnight sho ings. At midnight, Mr. Lund sa the rating was 29.4. From there graduated down to about 5 at a.m. From 4 to about 6 o'clock hovered around 2. Then it start to pick up, and jumped substantia ly with the advent of "morning and the start of NBC-TV's tw hour *Today* program at 7 a.m.

Hoffman Sees Annual Se Replacement at 8 Million

SIZE of the TV receiver replace ment market was put at a pote tial of 8 million sets a year whe 86% saturation of all the famili in the U. S. occurs, according t Hoffman Radio Corp. Presiden H. L. Hoffman last week at th San Francisco convention of th National Federation of Financi Analysts Societies.

Mr. Hoffman said the 86% mar

(Continued on page 79)

Weekly Television Summary—MAY 12, 1952—TELECASTING SURVEY

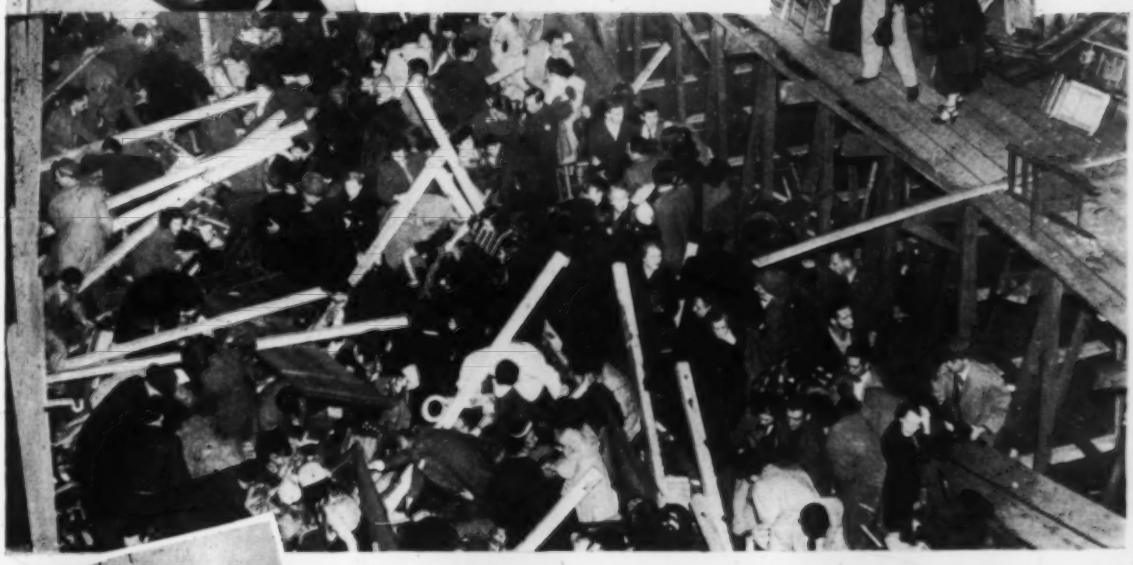
City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	14,400
Ames	WOI-TV	90,456
Atlanta	WAGA-TV, WSB-TV WLTV	185,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	380,263
Binghamton	WNBF-TV	62,400
Birmingham	WAFM-TV, WBRC-TV	90,000
Bloomington	WTTV	142,000
Boston	WBZ-TV, WNAC-TV	886,349
Buffalo	WBEN-TV	264,618
Charlotte	WBTV	146,213
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,133,992
Cincinnati	WCPO-TV, WKRC-TV, WLWT	348,000
Cleveland	WEWS, WNBK, WXEL	605,329
Columbus	WBNS-TV, WLWC, WTVN	227,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	166,000
Davenport	WOC-TV	98,445
Quad Cities Include Davenport, Moline, Rock Isc., E. Moline		
Dayton	WHIO-TV, WLWD	235,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	750,000
Erie	WICU	162,384
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	166,000
Grand Rapids	WOOD-TV	217,081
Greensboro	WFMY-TV	113,034
Houston	KPRC-TV	132,500
Huntington-Charleston	WSAZ-TV	84,750
Indianapolis	WFBM-TV	232,000
Jacksonville	WMBR-TV	56,000
Johnstown	WJAC-TV	144,116
Kalamazoo	WKZO-TV	200,040
Kansas City	WDAF-TV	201,846
Lancaster	WGAL-TV	146,631
Lansing	WJIM-TV	90,000
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH KNXT, KTLA, KTTV	1,232,000
Louisville	WAVE-TV, WHAS-TV	150,14
Matamoros (Mexico)-		
Brownsville, Tex.	XELD-TV	20,30
Memphis	WMCT	130,25
Miami	WTVJ	116,00
Milwaukee	WTMJ-TV	328,04
Minn.-St. Paul	KSTP-TV, WTCN-TV	321,40
Nashville	WSM-TV	68,41
New Haven	WNHC-TV	262,00
New Orleans	WDSU-TV	89,10
New York-Newark	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX, WATV	3,059,40
Norfolk	WTAR-TV	115,10
Oklahoma City	WKY-TV	127,04
Omaha	KMTV, WOW-TV	127,91
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,031,94
Phoenix	KPHO-TV	55,10
Pittsburgh	WDTV	393,00
Providence	WJAR-TV	212,00
Richmond	WTVR	124,34
Rochester	WHAM-TV	144,00
Rock Island	WHBF-TV	98,44
Quad Cities Include Davenport, Moline, Rock Isc., E. Moline		
Salt Lake City	KDYL-TV, KSL-TV	75,90
San Antonio	KEYL, WOAI-TV	75,57
San Diego	KFMB-TV	130,00
San Francisco	KGO-TV, KPIX, KRON-TV	361,09
Schenectady-Albany-Troy	WRGB	206,68
Seattle	KING-TV	139,00
St. Louis	KSD-TV	390,58
Syracuse	WHEN, WSYR-TV	174,71
Toledo	WSPD-TV	158,09
Tulsa	KOTV	111,97
Utica-Rome	WKTV	70,00
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	254,17
Wilmington	WDEL-TV	101,75

Total Markets on Air 64* | Stations on Air 109* | Estimated Sets in use 16,967,59

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

WE'RE THERE when it happens!



The essence of top news reporting is being in the right place at the right time. And by being ever on-the-spot, the Sunpapers Television News is there for every big local news story.

FROM OUR NEWSREEL:

ABOVE . . . The collapse of the 5th Regiment Armory stands at the recent Sonia Henie Ice Show disaster.

TOP LEFT . . . Firemen battle the tremendous Hawkins Point fire in January, 1951.

CENTER LEFT . . . It's away and rolling at the annual Sunpapers Soap Box Derby.

BOTTOM LEFT . . . The Washington Lumber Yard burns furiously in April of this year.

In Maryland, most people watch **WMAR-TV**

SUNPAPERS TELEVISION

CHANNEL 2 ★ BALTIMORE, MD.

Represented by THE KATZ AGENCY, INC. *NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO*

CHICAGO • ATLANTA • DALLAS • LOS ANGELES ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

KFMB
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SAN DIEGO'S
1st and Only
TELEVISION STATION
blankets
CALIFORNIA'S
THIRD MARKET

San Diego's
Remarkable
Advance In
POPULATION
Has Continued
Almost
Uninterruptedly
During The
Past 50 Years!

Wise Buyers
BUY-
KFMB
For
More
Business!

KFMB-TV
Channel-8
KFMB-AM
550-K.C
John A. Kennedy, owner
Howard L. Chernoff, Gen. Mgr.
Represented by The Branham Co.

Air Hazard Bill

(Continued from page 73)

[AT DEADLINE, May 5]. They admitted that it was ill-advised and done without coordination with the Washington office. The press release by ALPA President Clarence N. Sayen "viewed with alarm the increasing number of TV towers being erected and concurs with recent restrictions on TV tower heights recommended by the aviation industry."

Mr. Sayen also said that "obviously it would be much more to the public's benefit to regulate the erection of such towers now than to have them moved or razed after it is proven through air crashes that they are unsafe."

The ALPA, at a meeting of the Chicago Airspace Subcommittee last March, submitted recommendations to restrict heights and sites of TV antennas [B•T, April 7].

Under present FCC procedures, all antennas more than 500 ft. above ground must be submitted to regional Airspace Subcommittees for "aeronautical study." It is the function of the subcommittees, composed of representatives of the CAA, civil airlines, military services, etc., to determine whether a proposed antenna would be a hazard to air navigation.

The present study was begun after aviation organizations became alarmed at reported 1,000, 2,000 and 3,000-ft. TV antennas. Some have talked of going to Congress for legislation to restrict TV antenna heights, while others have suggested single antenna locations, radio warning devices on towers, a system of short towers and high powers, among others. This limited height idea was specifically frowned on by FCC Comr. Edward M. Webster presiding at the first meeting. He said tall towers were fundamental in the FCC plan.

MONTCLAIR TEST

Educators Hail Results

AN experiment in education by television—an entire day of school programs for classroom use, characterized as "a history-making experiment"—was conducted by the Montclair (N. J.) State Teachers College in conjunction with the Allen B. DuMont Labs. last Wednesday. It was pronounced a significant success.

The college produced live shows on such subjects as Spanish language, music appreciation, map making, etc., which were transmitted by DuMont's UHF experimental station in New York and received on sets installed in a dozen Montclair and Bloomfield, N. J., schools. Eight programs were presented, designed for different grades.

TV work, such as production, direction, writing, camera work, etc., was handled by members of the college's TV workshop, which is assisted by a grant from the Allen B. DuMont Foundation. The pickups were relayed by microwave to the DuMont UHF transmitter in New York for broadcast.

Educational leaders were enthusiastic with the results which they felt were indicative of far-reaching future application of TV to teaching.

New Tenn. Co-axial

AT&T has commenced installing a new coaxial cable between Chattanooga and Knoxville to supplement present wire lines. Cable, scheduled to be ready for service late this year, will contain eight coaxial tubes, four to be equipped for telephone service initially. Others can be also used for phone service or can be equipped for TV program transmission if ordered for that use.

SKIATRON

Second Phase in Sep

SECOND phase of the Skiat plan for SubscriberVision is tent tively planned to begin in N York sometime in September, was indicated last week, with start of controlled tests simil to those conducted by Zenith Chicago a year ago. WOR-T New York is cooperating w Skiatron in the development the system.

First phase of the pay-as-you- television is virtually compl with development of the system paper and on the air, so far closed circuit, officials report Unlike Zenith's Phonevision, wh involved the calling of telepho operators for unscrambled sig and sound, the Skiatron plan c for insertion of a notched key-c which can be purchased for program well in advance of actu transmission.

The New York organizati headed by Arthur Levey as pre dent, is now working on test pr gramming, time clearance on co mercial outlets, selection of te broadcast periods in audien terms, and other related problem all of which will be complete spokesmen said, before test pe mission is requested from the FC September is the test goal, but n necessarily the deadline, it w pointed out.

It is assumed that permissi will be granted to operate Su scriberVision with several hundr sets—installed in consumer hom —and that tests will run for se eral months.

POPPELE ELECTED

To Skiatron Boar

ELECTION of Jack Poppele, vi president of WOR-AM-FM-T New York, to the Skiatron El tronics & Te vision Cor board of direct was announc by Arthur Leve Skiatron pre dent.

Mr. Poppele

Mr. Levey pointed out th the addition Mr. Poppele the board has im portant long ter significance in view of Skiatron system of pay-as-you-see TV. It disclosed that WOR-TV has bee broadcasting Skiatron's syste known as Subscriber-Vision on a experimental basis for more tha a year. Mr. Poppele is a pas president of the Television Broa casting Assn.

AWARD for modesty in televisio apparel has been given to Rosema Olberding, WLWT (TV) Cincinnat by a Catholic church in Covington Ky. Miss Olberding is scheduled t appear on new show, *Captain Glen Play Club*, beginning May 10.

POLITICOS TO GET TUTORING

CBS-TV Plans School on TV Technique

PLANS for a television school for political hopefuls were announced last week by CBS-TV, which said all Presidential aspirants and senatorial candidates of the major parties have been invited to enroll and that it was hoped, later, to expand the school to include all members of Congress.

Both group and private instruction sessions are planned, to teach "students" such fundamentals as how to walk, sit, stand, talk and read a script. Films and TV recordings of the candidates will be reviewed and analyzed. Live cameras will be used for classroom practice, and monitoring devices will enable each candidate to study his own performance.

First private sessions, CBS-TV said, will be for Sens. William Benton (D-Conn.) and Irving M. Ives (R-N. Y.). Presidential aspirants who have been invited include Sens. Robert Taft (R-Ohio), Estes Kefauver (D-Tenn.), Robert Kerr (D-Okla.), Richard Russell (D-Ga.) and Brien McMahon (D-Conn.); Gen. Eisenhower, Harold E. Stassen, California Gov. Earl Warren and W. Averell Harriman.

"Faculty" for the school, to be conducted at WTOP-TV Washington studios, will include Bill Wood, Washington director of TV news and public affairs for CBS-TV; Producer Charles von Fremd, and Associate Producer Alma Walker.

"There is no doubt that television will play an important part in the choice of a President in 1952," Mr. Wood said. "How a candidate handles himself in front of the cameras can be decisive to his chances. Anyone with a background of public life can learn the talent requirements of the television medium with a minimum of instruction, and greatly increase his appeal to the average viewer, who represents a lot of votes."

TV BIDS

Two More File at FCC

(Also see digest, page 73)

TOTAL of two new television applications was filed at the FCC last week, but one of them was immediately returned. Also returned last week were applications from KNOE Monroe, La.; KDAL Duluth, Minn.; WAPA San Juan, P. R.; WILK Wilkes-Barre, Pa.; WFRO Fremont, Ohio, and bids for Albuquerque and Santa Fe by Greer & Greer.

The accepted application was from KITO San Bernardino, the first station to apply for TV outlet in that city. It seeks UHF Channel 18 with an ERP of 81 kw visual. Its antenna would be 3,688 feet above average terrain, located in the San Bernardino Mountain Range north of the city; it would be 110 feet above ground. Construction cost was estimated at $179,821.

The returned application was from KEVT Kerrville, Tex. Besides being filed on the old forms, it gave its frequency, ERP and transmitter location on a "to be determined" basis, not allowable under the Rules as set forth in the FCC's Sixth Report and Order [B•T, April 14].

Meanwhile, five prospective applicants announced their intentions of filing for TV stations.

Ted R. Gamble, director of the nation's war bond program during the war, is president of Northwest Television and Broadcasting Corp., a new Portland, Ore., corporation. He and Mrs. Gamble have 21% interest in KLZ Denver, and he has 4% of WFRS Grand Rapids, Mich., and 49% of KCMJ Palm Springs, Calif.

Other officers are John D. Keating, associated with KPOA Honolulu, KILA Hilo and KYA San Francisco, vice president; Elroy McCaw, Centralia, Wash., treasurer, and Gale Livingston, Portland, secretary. Mr. McCaw has 50% interest in KELA Centralia, Wash., 21% of KLZ, 50% of KPOA, KILA and KYA, and 33% of KYAK Yakima, Wash., and KALE Richmond, Wash.

WTRF-AM-FM Wheeling, W. Va., announced last Tuesday that it planned to file for Channel 7 with an ERP of 316 kw. Cost of the station was estimated at $700,000.

WSTV Steubenville, Ohio, reported that it will amend its pending application and ask for Channel 9 with an ERP of 200 kw. Construction cost was estimated at $400,000, with first year operating cost about $250,000.

In West Palm Beach, Fla., Palm Beach Television Inc. has been formed to apply for Channel 5. President of the firm is William H. Cook, Palm Beach attorney. Vice president and general manager is J. Robert Meachem, owner of WEAT Lake Worth, Fla., and former owner of WEIM Elmira, N. Y. List of 19 stockholders includes Theodore Granik of *American Forum of the Air* fame, and local businessmen.

WJJL Niagara Falls, N. Y., is preparing to file for a TV outlet, the station announced last week. WJJL did not reveal the channel it planned to apply for.

Telestatus

(Continued from page 76)

is the present saturation figure for refrigerators. That would mean a total of 36 million TV sets in use, he said.

With the present 17 million TV receivers in use, the replacement market is estimated at 4 to 5 million, he said. Mr. Hoffman predicted that 5½ million TV sets would be sold in 1952, 6½ million in 1953 and 8 million in 1954.

Glen McDaniel, president of the Radio-Television Manufacturers Assn., earlier this year had quoted industry leaders whose estimates ranged from a high of 5.4 million to a low 4.5 million.

EDUCATORS URGED

Act on TV Channels--Hennock

CALL for action to secure educational TV stations was sounded by FCC Comr. Frieda B. Hennock fortnight ago at the convention of the National Jewish Welfare Board in Detroit.

"Action in the form of applications for TV licenses is needed and needed now, if we are to insure against the loss of this opportunity by default," Miss Hennock said. She added: "See to it that all your community's educators, schools, libraries and museums, civic organizations and public welfare groups of all denominations, join in a combined effort to get this station on the air."

Miss Hennock referred to estimates of 50 million TV sets in the near future, continuing: "Truly, 50 million TV sets could become 50 million of our best equipped classrooms."

WABD(TV) SALES

Separated From Network

SEPARATION of local sales staff from the network sales group was effected in New York last week by Chris J. Witting, director and general manager of the DuMont Television Network, as the first step toward establishing WABD (TV) as an autonomous operation.

Local salesmen will be directed by Richard E. Jones, newly-appointed manager of DuMont's O&O stations, who is assembling WABD's administrative, sales and programming staff at 515 Madison Ave., New York.

Network salesmen will continue under the supervision of Ted Bergmann, DuMont's sales head.

George Monaghan, formerly of the sales staff of WOR New York, was added to WABD's local retail sales. Other WABD sales members are Ralph Baruch, William Vernon, Robert Adams, Richard Hamburger and L. Wynn.

MORNING TELEVISION

Gets Results!

WGN-TV's *"Chicago Cooks with Kay Middleton"* program, now seen at 9:00 - 10:00 a. m., Monday through Friday, came up with an increase in mail the first week at this new time.

Letters came from 58 Illinois cities in addition to Chicago... 13 cities in Indiana... 4 cities in Wisconsin ... 2 cities in Michigan — TOPS in television coverage.

"Chicago Cooks" is a great buy in Chicago, delivering a large, loyal audience, and top results for your advertising dollar. Check your WGN-TV representative for available participations.

DUMONT

WGN-TV

CHANNEL 9 · CHICAGO

The Chicago Tribune Television Station

FINAL TELEVISION ALLOCATIONS REPORT

EXTRA COPIES AVAILABLE NOW AT $3.00 EACH

This is the complete report—196 printed pages—just as the FCC released it, Monday, April 14, 1952.

This volume shows the complete city-by-city breakdowns for all 2,053 proposed stations in 1,291 communities. There are sections on antenna heights, educational reservations, power, procedures, Hennock's and Jones' opinions, zoning and mileage separation.

You'll want library copies, home copies, tear copies and working copies. Please use the coupon below and order today. Limited Supply.

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NAME

COMPANY

STREET

CITY ZONE STATE

Grid Telecasts 'Harmful', NCAA Told

(Continued from page 74)

owners, the study found that in television areas "the overwhelming majority even of non-owners report watching TV programs at least occasionally."

In special studies in Boston and Pittsburgh it was found that "the average 1951 attendance of our past attenders. . . . was less than one game per fan, and even in pre-television years in such cities which had strong teams the average fan would attend no more than two or three games a season."

Thus it was held that "if non-owners can partially satisfy their football interest by watching a few games on television during the season, even a reduction of one game in their annual attendance on this account would make it extremely difficult, from a survey point of view, to establish any significant differences from the behavior of TV owners."

In Boston it was found that TV owners queried had attended an average of .80 games in 1951, compared to .82 for non-owners. Those who had had TV sets less than two years attended an average of .76; those with sets for two years or longer, .84. In Pittsburgh, on the other hand, those with sets less than two years attended slightly more games than those who had had sets longer than two years.

Sampling Not Conclusive

Nationally, it was reported, "during the nine-week football season from Sept. 29 to Nov. 24, 1951, in areas where there was no television competition, an average of 5.3% of all fans attended a game in any given week. In television areas, by contrast, only 3.3% of the fans attended in the average week.

"On blackout days in the television areas, 5.5% of the fans attended a game, but when a game was available on TV, only 2.5% appeared at the stadium. Had our national sample been larger, such differences could have been accepted with complete confidence, but as it is, they must be viewed as suggestive rather than conclusive."

It was pointed out that "the great majority of fans neither attend nor watch a college game on TV on the average Saturday." In Pittsburgh, however, it was found that half the fans either watched a game on TV (30%) or listened to one on radio (20%), while in Boston 17% listened on radio while 16% watched on TV. Nationally, however, there were no figures on radio listenership—a lack which the report termed "unfortunate."

NORC also reported that "when asked how they first became interested in college football, only one attender in 100 mentioned television viewing as the reason."

Among Pittsburgh and Boston fans who said they did not plan to attend a game during the 1951 season, 10% mentioned TV as one reason.

The NORC survey, a $50,000 project, involved two national surveys conducted on a personal interview basis; pre-season questionnaires to college athletic directors; week-by-week game reports from each NCAA college playing football; personal interviews in Boston and Pittsburgh, with telephone callbacks, plus telephone surveys in six other cities; questionnaires distributed at 37 games of 16 colleges; mail questionnaire surveys of a cross-section of alumni of four universities; and collection of game-by-game attendance data for the past five seasons from a cross-section of high schools throughout the nation.

The NCAA TV committee for 1951 was headed by Ralph Furey of Columbia U. and Thomas J. Hamilton of the U. of Pittsburgh, while Edwin S. Reynolds was NCAA television program director for that season. The current TV committee, working up next fall's program, is headed by Robert A. Hall of Yale, with Asa Bushnell, Commissioner of the Eastern Collegiate Athletic Conference, as TV director.

ABC-TV SUSTAINERS

May Cutback in South

ABC-TV last week was pondering a cutback in the amount of sustaining programming it would deliver during this summer to affiliates on a southern leg of the network to Atlanta and Birmingham.

The question, spokesmen said, is being considered in negotiations with WLTV (TV) Atlanta. They conceded the negotiations may lead to an adjustment for the station in its affiliation contract, but insisted the discussions were entirely "amicable."

In response to reports that ABC-TV sustaining service in the South was being substantially curtailed, they said any cutbacks would be for the summer months and that the extent of reduction had not been decided.

They said two affiliates would be affected: WLTV and WAFM-TV Birmingham.

MICHIGAN TV TAX

Levied on Boxing Proceeds

TAXING television proceeds at boxing matches became legal in Michigan when Gov. G. Mennen Williams signed a bill recently enacted by the state legislature.

Without specifically mentioning TV, the measure provides that the present 5% and 10% tax shall be levied on all sources of revenue at boxing matches, excepting food, refreshments and programs. The 5% tax applies to championship matches and the 10% tax to other sports events.

COOPERATIVE grocery advertising as shown here, is used on WTTV (TV) Bloomington, Ind., with 55 members of Independent Grocers Alliance of Central and Southern Indiana and their distributor, John Figg of Bloomington, pointing up featured items during NBC-TV's *Dangerous Assignment* presented on the station, 8 p.m. Wednesday. It is the group's only advertising. Station reports success by noting an example where weekly sales jumped from 20 to 1,000 cases of a private brand of canned fruit as a result of the live commercials, delivered by George Langwell, a participating grocer. Six stores are mentioned on each program.

SPORTS AIDS

RTMA Group Offers Plan

ALL SEGMENTS of the radio-television industry were urged last week by J. B. Elliott, RCA Victor Division and chairman of the Radio-Television Mfrs. Assn. Sports Committee, to join in RTMA's new year-round campaign to promote attendance at sports events [B•T April 21].

Pointing out that RTMA already has made considerable progress in improving goodwill between radio-television and sports industries through cooperation of set makers, distributors and dealers, Mr. Elliott said his committee has submitted detailed suggestions on steps to be taken by industry segments.

Promotion of televised sports and frequent suggestion to "see the game or event in person" will be contained in consumer advertising.

Manufacturers were advised to ask distributors to aid local Distributor Television Sports Committees, organized in cooperation with RTMA, to build goodwill among local sports officials. The report suggested that cooperation of RTMA members along with plans for the World Series should increase attendance at baseball games as well as increase receiver sales. "The problem of a drop of 20% in attendance in the minor leagues in 1951 is still cause for concern in relation to future telecasts," the report said.

In further recommendations the committee urged RTMA members "to cooperate with the home club team or arena in purchasing seats or a season box in radio-television row at the ball park; urge employes to attend events and to consider sponsorship of sports events.

Color Ban

(Continued from page 71)

materials which will bear on the course of the civilian economy during the remainder of the year. A symposium on component parts also commanded the attention of electronic industry members (see story this page).

While NPA is still pursuing its policy of easing allotments to radio-TV manufacturers and broadcasters, both Messrs. Fleischmann and Fowler urged Congress last week to extend controls on materials beyond June 30 when the Defense Production Act expires. Defense needs will not be met before next spring, they testified before the House Banking & Currency Committee.

The prospect for a "free market" in materials has been dampened by strikes and labor unrest, with the result that steel, copper and aluminum supplies could suffer appreciably in coming months. Earlier talk of decontrol has evaporated and, while manufacturers and broadcasters currently are receiving allocations for appliance and construction needs, notice has been served, in effect, that the picture could change even short of all-out war.

Intensified labor strife could affect supply of these three materials for receivers, tower structures, transmitters, antennas, building alterations and various component parts.

Capsule Summation

This is a capsule summation of the status and prospect for each key metal:

• Steel—Threat of a prolonged strike still hangs over industry despite lifting of the freeze on shipments by the government. Over 2 million tons already lost to industry. Could have major long-range effect on new TV station equipment or radio-TV construction projects on which freeze was partly lifted.

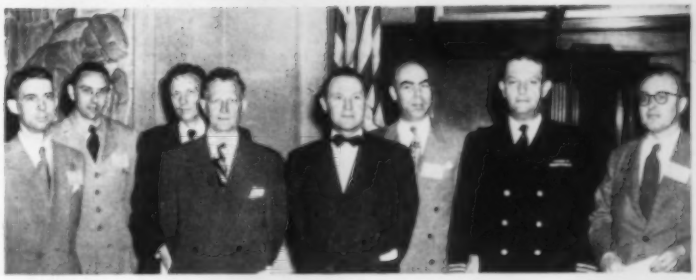
• Aluminum—The government is thinking in terms of "possible" decontrol by mid-'53—or perhaps during the second quarter—but not before, it was learned authoritatively last week. Possibility of wildcat strikes among aluminum workers was held out.

• Copper—As with other materials, allocations are slightly higher for May than April but the lowest for refined copper, copper alloy and scrap since controls began. Copper wire is short for loudspeakers. Again, however, threat of strike in the Chilean mines imperils imports of this scarcest metal.

• Nickel and cobalt—Still in relatively tight supply. Industry has used conservation and substitution techniques to meet demands for loudspeakers and other parts using these allows. Both under complete allocation.

• Selenium—There has been a temporary improvement in supply but the outlook is still gloomy for manufacturers of rectifiers, though they may apply for foreign imports.

• Mica—Substitutes are being developed for this material used in insulating electronic items.



LEADERS IN ELECTRONIC components field at the three-day Washington symposium (l to r): J. G. Reid Jr., symposium chairman, National Bureau of Standards; Lt. Col. C. B. Lindstrand, USAF, Electronics Production Resources Agency; A. V. Astin, acting director, NBS; J. A. Milling, Electronics Production Board; Glen McDaniel, president, Radio-Television Mfrs. Assn.; Edwin A. Speakman, Research & Development Board, Dept. of Defense; Capt. Rawson Bennett, USN; G. W. A. Dummer, Telecommunications Research Estab., England.

* * *

D. C. SYMPOSIUM

RTMA and AIEE Sponsor Meet

RADIO and television set manufacturers are operating without the handicap of material shortages and have not curtailed production in 1952 or 1951 because of shortages, J. A. Milling, director of the Electronics Division, National Production Authority, told the Electronic Components Symposium last week.

Three-day meeting held May 5-7 in Washington was attended by more than a thousand representatives of industry, engineering and government. Sponsoring the symposium were Radio-Television Mfrs. Assn., Institute of Radio Engineers and American Institute of Electrical Engineers.

Mr. Milling addressed the opening session, along with Glen McDaniel, RTMA president, Capt. Rawson Bennett, USN, and others. In analyzing electronic production problems from the defense standpoint, Mr. Milling said "consumer demand has been the determining factor of most production schedules."

A high spot of the three-day meeting was a Tuesday evening session on transistors. J. A. Morton, Bell Telephone Labs., was chairman of this discussion. Other speakers included W. R. Sittner and P. S. Darnell, both of Bell; R. F. Shea, General Electric Co., and Lt. Col. W. F. Starr, Electronics Production Resources Agency, Dept. of Defense.

Mr. Shea demonstrated a "transistorized" megaphone using only tiny batteries and two transistors about the size of a pea. No external connections were needed.

Potentialities of the transistor were discussed, with speakers commenting on its limitations. These include power and ability to operate only at relatively low frequencies. Advantages include reliability, indefinite life and improved design as a result of saving in space and new circuitry.

A radio set using nine transistors was demonstrated. It was able to pick up seven stations on the sidewalk outside the Interior Dept. auditorium. A power supply weighing only a few ounces is used.

Mr. Shea predicted transistors will be used in TV sets, though probably not in the front end.

Col. Starr said transistors are now available from a number of companies, listing them individually by type and monthly production capacity. He explained that deliveries can be made at this time in small quantities.

Capt. Bennett said the upcoming television boom "is the last of such opportunities," recalling that the electronics industry "in terms of mass production has always been geared to the exploitation of new entertainment media, first radio broadcasting and now television." He added that "within a matter of years no wishful thinking will be able to hide the fact that entertainment equipment markets will be replacement markets."

He was concerned over realiability of equipment, asking manufacturers if they can "any longer afford to allow equipment unreliability with an eye to tube sales."

"People are asking each other, what kind of TV does not require frequent service calls," Capt. Bennett said. "If customer dissatisfaction is bad at present, what will it be when the more ticklish UHF equipment hits the market? Who will service it, if it breaks down too much?"

RTMA President McDaniel cited a remark by Gen. Carl Spaatz that superior electronics will be decisive in the next war. He spoke critically of the lack of project responsibility in military procurement. Efforts of manufacturers to spread work through subcontracting are handicapped by reduction of contractor's profit in such cases and a proposed requirement that prime contractors be responsible for compliance by their subcontractors.

Importance of a free flow of information between tube manufacturers and circuit engineers was stressed by Robert L. Kelly, manager, application engineering field group, RCA Tube Dept.

PEABODY AWARD 1951
originating Station of
THE JOHNS HOPKINS SCIENCE REVIEW

Around Baltimore they always keep an eye on

WAAM
TELEVISION
CHANNEL 13

Affiliate DuMont Television Network—American Broadcasting Co.
Represented nationally by Harrington, Righter & Parsons, Inc.

PARAMOUNT

Scophony Relationship Studied

FOR the second consecutive week, FCC counsel explored the relationship of Paramount Pictures and Scophony Corp. of America as hearings continued on the so-called Paramount case. Basic in the case is whether the Commission will approve the merger of ABC and United Paramount Theatres Inc.

Questions directed by FCC counsel to Arthur Levey, president of SCA (now Skiatron Corp.) implied that at best the dealings between Scophony management and Television Productions Inc. and General Precision Equipment Corp. tended to be in restraint of trade and at worst attempts to suppress the development of TV.

Hearing, adjourned last Thursday, resumes today (Monday) with A. H. Blank, a UPT director, on the stand for cross-examination by FCC counsel on Des Moines theatre acquisitions and booking practices.

Following Mr. Blank's testimony, Mr. Levey will return to the stand on Wednesday. Then Dr. A. H. Rosenthal will testify. Dr. Rosenthal, a physicist and electronic engineer, was connected with Scophony Ltd. of England, the parent company to SCA, for several years before joining the American firm in 1943. While in England, Dr. Rosenthal contributed to some of the more important Scophony developments including the dark trace Skiatron TV tube.

Later, six theatre operators will testify. They are: Mrs. J. M. Anderson, Boone, Iowa; Carl Knudson, Seward, Neb.; Fred F. Curdts, Greenville, S. C.; Charles Waeder, Miami, Fla.; Sam J. Myers, Chicago (a brother-in-law of Barney Balaban, Paramount Pictures president), and Arthur F. Saas, also of Chicago.

After the theatre operators, Dr. Allen B. DuMont will return, and then Barney Balaban is due to come back.

Mr. Levey was questioned about letters he had written to Earle C. Hines, president of GPE, copies of which were sent to Paul Raibourn, a Paramount Pictures executive then. Mr. Raibourn is a Paramount Pictures vice president now and is also president of Paramount Television Productions Inc., licensee of KTLA (TV) Los Angeles.

Letters Exchanged

In some of his letters to Messrs. Hines and Raibourn, Mr. Levey sought aid from GPE and TPI, which he indicated had been promised by the two firms but which was not forthcoming.

When Dr. Rosenthal was hired by SCA, it was apparently with the understanding that a laboratory would be built for him so that he could continue his work. However, GPE and TPI did not furnish the funds for the laboratory as quickly as Mr. Levey had hoped.

In one letter to Mr. Hines, Mr. Levey asserted:

. . . I believe it was generally understood that the engagement of Dr. Rosenthal as Director of Research and Development for SCA and the establishment of an electronic laboratory are indivisible.

In May, 1943, Mr. Levey claimed that the Class "A" stockholders (Scophony Ltd. of England, Mr. Levey and three others) had provided more than their share of work and effort, and asserted that GPE and TPI, as the Class "B" stockholders were acting as "squatters," doing little to aid SCA.

Mr. Levey wrote to Mr. Hines, sending a copy to Mr. Raibourn:

. . . The "A" stockholders of this company are entitled to participate fully in the rewards due pioneering enterprise. They have labored over fourteen years and spent more than $1,600,000 to create and develop the present unique Scophony system of 'supersonic' television projectors, and, *in addition*, have proved by a demonstrable model the advanced *'Skiatron'* method of television which *combines* the best features of *both 'electronic'* and *'supersonic'* methods into a *completely new and novel system of television protected by basic patents* and including (a) *Transmission* . . . (b) *Reception* . . . and (c) *Colour Transmission*, can be reduced from theory to practice. . . .

Experts recently consulted by GPE have stated "The Skiatron inventions enable the achievement of colour television just as monochrome. The inventor—Rosenthal—had a stroke of genius whether by thought or accident."

Similarly the report of the expert engaged by TPI [Paramount] to advise on the Skiatron potentialities is also completely favorable and of such a convincing and compelling nature as to warrant immediate energetic action.

I cannot acquiesce in permitting our licensees (GPE and TPI) to remain simply as 'squatters' *holding very valuable franchises* and doing practically nothing to consolidate and improve our unique patent position, while our competitors energetically proceed to develop 'alternate' methods.

. . . It is therefore for the "B" shareholders now in the fortunate position of benefitting largely by the preliminary work and expenditure of the "A" shareholders, to recognize and energetically support these truly great Scophony inventions which can contribute much in postwar television and *in the public interest*, assist in the nation's recovery program when the present emergency is over.

I do not actually anticipate difficulty (all things considered) in securing approval of GPE and TPI to a sound program of research and engineering development consistent with wartime conditions, as I cannot imagine these companies would wish to be guilty of such business indiscretion.

There were 1,000 shares of both "A" and "B" stock. The "A" stock was distributed to the following:

Scophony Ltd. (of England), 625 shares; Mr. Levey, 125 shares, and one block of 250 shares held by Hans Krafft of London, England, Otto Augstein of Montreal, Canada, and John Augstein of New York City.

The "B' stock was owned by GPE and TPI, each with 50%.

The English company was putting in its equipment, transferring its equipment and also its patent applications to the American company, and in return was getting stock and having its debts paid off (English funds were "frozen" during World War II).

The Class "A" stockholders elected 3/5 of the board of directors, the president and certain other officials. The Class "B" stockholders were entitled to elect 2/5 of the board of directors and certain remaining officers.

SCA could not borrow money from any source unless stockholders of each class had been afforded the opportunity to lend the company the same amount of money.

The Class "A" stockholders could not sell their holdings unless they first offered the rights to the Class "B" stockholders. However, the Class "B" stockholders were under no similar compulsion to offer their stock to the Class "A" group and could dispose of it whenever and to whomever they wanted.

The quorum for a board of direc-

ANTI-TRUST SUIT

Includes Eight Producers

ANTI-TRUST suit against National Screen Service Corp. was filed fortnight ago in New York federal court. It also includes the following eight major motion picture producers: Paramount Pictures, Warner Bros., 20th Century-Fox, RKO, United Artists, Columbia and Universal.

Paramount Pictures is the licensee of KTLA (TV) Los Angeles. It is one of the parties to the so-called Paramount hearing now going on which has as it major consideration the merger of ABC with United Paramount Theatres Inc. License renewal of KTLA is also one of the points at issue in that hearing.

All of the producers (United Artists is a distributing organization) are parties to the movie industry's request to the FCC for exclusive theatre-TV frequencies. That hearing was postponed for the third time several weeks ago [At DEADLINE, April 14] but is expected to be rescheduled in the near future.

The civil complaint by the Justice Department charges violation of the Sherman Anti-Trust Act in that National Screen Service Corp. has a monopoly in the manufacture and distribution of movie trailers and accessories (posters, signs, still pictures and other advertising matter).

The charges link the eight producers with National Screen by claiming that they conspired to assist in the monopoly by giving National Screen sole rights in that field.

PRODUCE PROFESSIONAL COMMERCIALS AT LOW COST with the New Gray TELOP II

● Now, with the new, versatile Gray TELOP II you can produce and broadcast an amazing variety of professional-quality commercials at surprisingly low cost. Local sponsors will marvel at the way TELOP II presents their selling message with opaque cards, photographs, art work and transparencies. *And* you get the real effect of superimposition, lap-dissolve and fade-out. Only limitation is your imagination. Takes up very little space. One operator does it all!

Write for full information on the new and exciting Gray TELOP II.

GRAY RESEARCH and Development Co., Inc., 598 Hilliard St., Manchester, Conn.

Division of The GRAY MANUFACTURING COMPANY—Originators of the Gray Telephone Pay Station and the Gray Audograph

tors meeting was three, but there had to be one representative from each of the Class "A" and "B" stockholders groups present.

Cartel implications are involved in an agreement made in August, 1942, when SCA and Scophony Ltd. agreed to divide the world into two mutually-exclusive non-competing trade areas.

Much of Mr. Levey's testimony revolved around entries he had made in a personal diary which he has kept since 1919. Because he said that the entries were made on the day of the events referred to, or the next day, that part of his testimony—after extended discussions between the counsel for Paramount, former FCC Chairman Paul A. Porter and FCC Counsel Max Paglin—was accepted as part of the record.

Donald A. Stewart, DuMont film manager, preceded Mr. Levey last Monday.

He said that UPT, as a $30,000,000 buyer of film, would put the other three networks to great disadvantage when buying film. Mr. Stewart said that the total buying power of the ABC-UPT would influence the producer to deal with ABC, since purchase of films for TV is not made by competitive bidding.

DuMONT STRIKE

Union Issues Ultimatum

STRIKE was threatened last week by Television Broadcasting Studio Employes Union against DuMont Television Stations WABD (TV) New York, WTTG (TV) Washington and WDTV (TV) Pittsburgh, unless the terms of a new agreement could be reached before this Wednesday.

Local 794 New York, representing about 150 engineers and technicians, voted unanimously Tuesday to call a strike and were assured that the comparable International Alliance of Theatrical Stage Employes locals in Washington and Pittsburgh, representing another 50 workers, would follow suit.

Negotiations for all network-owned stations have been in progress for more than a month. DuMont, through its attorney, Harry Friedman, offered on May 2 to grant a 4% cost-of-living increase, rejected by the union through General Counsel Harold Spivak as being "entirely unsatisfactory and out of line with the prevailing increases given in the industry to employes performing comparable jobs."

DuMont spokesmen said late last week that after their initial offer had been refused, negotiations were to be reopened.

UA Names Brott

LOU BROTT, for past five years head of Washington public relations firm bearing his name, has been appointed sales representative for United Artists Television in that city. Mr. Brott formerly was MBS news editor and public relations director in Washington.

CORONATION COVERAGE

Proposed for Trans-Atlantic Television

COVERAGE of the coronation of Queen Elizabeth II in June 1953, was proposed as first trans-Atlantic telecast last week by J. R. Poppele, vice president of WOR-AM-FM-TV New York, who urged that the Radio and Television Manufacturers Assn. "adopt a spirit of aggressive cooperation by sponsoring the televising of this international event."

Mr. Poppele, who engineered the first trans-Atlantic broadcast when the late Sir Thomas Lipton made a special radio address to the British people over WOR on Oct. 6, 1922, proposed that television could span the Atlantic by one of two methods: A series of ships at fixed locations at sea could be interconnected by microwave relay; or, relays could be installed in airplanes flying circular patterns eight miles above sea level.

"Obviously, the latter suggestion is more practicable since the margin of error will be much less," Mr. Poppele said in his letter to Glen McDaniel, RTMA president. Use of ships would require 100 vessels stationed 30 miles apart, with more than $2 million of TV equipment manned by 200 technicians. The aircraft relay could be established with six planes flying in a circular pattern at altitudes from 30-40,000 feet at 500-mile intervals. In that case, 12 technicians and $500,000 of TV equipment would be required.

Noting the production cost would be "slight" compared to the overall value to the advancement of the industry, Mr. Poppele said, "the industry regularly televises events of national importance, and while it is not necessary that television continue to prove itself, I believe that this event of universal significance can be brought to the American people."

The WOR-TV vice president estimated that by coronation time there will be another four or five million TV receivers in the U. S. to bring audience potential to 100 million persons.

UTP SHOW GUIDE

To Stress Film Use

A BASIC programming guide which emphasizes the use of film shows will be available to TV station management upon request within the next 60 days, Milton Blink, executive vice president of United Television Programs, New York, said last week in announcing his company's plans for the brochure.

The new service, still in the planning stage, will consider such questions as: why films are used, how a station can merchandise a film, how much sponsors should be charged, and advantages of film over network programming. The brochure also will offer general programming suggestions, Mr. Blink pointed out, and will not be devoted exclusively to film matters.

"Many prospective TV stations are seeking advice from every quarter," the UTP executive said. "We're not going to try to sell them on the idea that film is the answer to all their problems. There are, however, many recognized advantages to film shows, especially for a new station which will be troubled providing suitable programming at the outset.

"UTP is not setting itself up as an oracle in the business," he emphasized, "but lately we have had many requests for advice and suggestions—particularly on the use of films—from station applicants."

DuMont Busy

TWICE an many cathode-ray instruments were shipped by Allen B. DuMont Labs. during the first four fiscal periods of 1952, ending April 21, as for the comparable period last year, Rudolf Feldt, Instrument Div. manager, announced May 2.

you can see the difference on WBNS-TV

WBNS-TV Projection Room . . . two complete film camera chains with four 16mm film projectors and duplicate slide projectors. Pre-check visual and audio facilities and special audio equalizers provide the best possible sound quality. Superior equipment, carefully installed, rigidly maintained and efficiently operated is but another reason why you can SEE the difference on WBNS-TV.

WBNS-TV film department equipped with full facilities for making slides from original art work or photographs. Another commercial service offered to sponsors on WBNS-TV.

Armchair Theatre—11:10—Featuring first run TV films on a top-rated program where commercial messages are successfully carried through the use of slides.

wbns-tv COLUMBUS, OHIO CHANNEL 10

CBS-TV NETWORK • Affiliated with Columbus Dispatch and WBNS-AM • General Sales Office: 33 North High Street
REPRESENTED BY BLAIR TV

IN REVIEW . .

Program: Hats in the Ring, May 4, 43 NBC-TV stations, 2-2:30 p.m.; NBC radio, 2:30-3 p.m.
Film: "The Case for a Republican Congress."
Film Producer: Kirby Hawkes; Byron Studios, Washington.
Cast: Professional actors — Maurice Franklin, Wilfred Lytell, Henry Hamilton. Witnesses—Two Senate, five House members.
Production: Republican Congressional Committee.
Network Producer: Ad Schneider.
Director: Ted Ayres.

THE CASE for a Republican 83d Congress was placed before the American viewing and listening people in what may well be the first political presentation of its kind on television or radio this election year.

As a political venture, the GOP Congressional Committee kicked off NBC's ambitious new radio-TV series, *Hats in the Ring*, with a wind unlikely to sway low political convictions one way or another.

But as broadcast fare, the network has come up with a stimulating series likely to command a faithful share of the radio and television audience before the national conventions in July. This opinion is buttressed by the fact that NBC has come up with both flexible format and key political participants.

Obviously wanting no part of the melange that characterizes the philosophical conflicts of the Taft and Eisenhower forces, the GOP Congressional Committee wisely confined itself to a film on "The Case for a Republican Congress." The format it used was that of trial-by-jury.

The Republicans threw together three professional actors (a judge, and a prosecuting and defense attorneys) and seven GOP Senate-House members to justify the 80th Congress and indict the Democratic administration on foreign and domestic issues.

It will come as no surprise that, while the jury must yet render its "verdict" next November, the court was so packed as to invite recollections of the Roosevelt Supreme Court plan over 15 years ago. The "stopper": the judge constantly overruling objections of the defense attorney, who gave the appearance of being a possible candidate for Alcoholics Anonymous.

"Testifying" were such GOP stalwarts as Sens. Styles Bridges (N.H.) and Karl Mundt (S.D.); House Minority Leader Joseph Martin (Mass.); and Reps. Clarence Brown (Ohio), Charles A. Halleck (Ind.), Daniel A. Reed (N.Y.) and Walter H. Judd (Minn.). One by one, they diagnosed the country's ills, ranging from high taxes to the Korean war, and lauded the achievements of the 80th Congress.

This initial effort was filmed by Bryon Studios, Washington, and written, directed and produced by the congressional committee with the cooperation of the Republican National and Senatorial Committees. In an unusual move, NBC-TV aired the film 2-2:30 p.m. and the tape on radio 2:30-3 p.m.

Aside from the 43-plus TV stations which carried it live, Rep. Leonard Hall (R-N.Y.), Congressional Committee chairman, explained that 16 copies of the film were made for TV showing throughout the country.

The Democrats were to present their case for an administration Congress yesterday (Sunday) after which all Presidential aspirants will have an opportunity to state their qualifications—each to his own format.

Major problem bothering NBC network officials last week: How to cram in every candidate before the conventions with everybody throwing their hats in the ring.

Program: Kentucky Derby, at Churchhill Downs, Louisville. CBS Television, May 3, 5-5:45 p.m. Fed by WHAS-TV Louisville. (Also covered by CBS Radio)
Cast: Bryan Field, Bill Corum, Sammy Renick, Pete French.
Producer: Judson Bailey (CBS); associate producer, Sandy Sanders (WHAS-TV).

EVERYONE and everything clicked to give the nation a good show as the Kentucky Derby was telecast live for the first time in its 78-year history. Racing fans and those attracted by the glamor of the historical event were given 45 fascinating minutes of viewing, climaxed by the two-minute race.

The Gillette-sponsored half-hour segment, starting at 5:15 p.m. EDT, opened with a view of the grandstand from an infield camera, panning the crowd of 110,000. Sammy Renick, ex-jockey, handled early commentary, followed by a Bill Corum commercial.

Pre-race programming was excellent as horses paraded from the paddock and moved toward the starting gate. WHAS-TV Louisville, handling the pickup for CBS Television, had two cameras on the grandstand roof, one on the infield judges' stand and one that looked down into the clubhouse garden and paddock.

Mr. Renick, who tended to overdramatize, had difficulty pacing his description of the individual horses with the camera closeups. In contrast were the calmer narrations of Pete French, WHAS-TV special events announcer, handling color, and Bryan Field, who called the race.

Gillette appropriately used a horsey commercial shortly before the race started and then kept off the screen for 10 minutes. Mr. Field made it easy for viewers once the horses left the gate. Camera work was excellent though the horses almost disappeared from view a few seconds, just before coming into the stretch, because of shadows, obstructions and background. Going down to the wire, Mr. Field went out on a limb by predicting that Sub Fleet, coming up fast on Hill Gail, would never make it. His judgment was authenticated as Hill Gail won by two lengths.

Post-race ceremonies were interrupted by a network bulletin announcing the Supreme Court's ruling in the steel case.

The race was piped to New York and the network by a reversed spare circuit between Louisville and Dayton, possibly losing some quality en route. Betting and crowd both set records, which may be of interest to those who claim TV spoils sports attendance.

Fast time was made by wedging a kinescope of the race into the Ken Murray show on CBS Television the same evening (8-9 p.m. EDT).

Program: White House Tour, May 3, NBC-TV, CBS-TV, ABC-TV; 4-4:48 p.m., EDT Live.
Cast: President Harry Truman, Walter Cronkite, Bryson Rash, Frank Bourgholtzer.
Directors: For CBS, Charles Von Fremd; for NBC, Heyward Siddons.
Coordinating Producer: Ralph Burgin.
Technical Coordinator: Charles H. College.

THAT substantial portion of the public within view of 17 million TV sets has had a chance to know its President intimately in both official and informal capacities. A weekend ago, many millions of U. S. citizens enjoyed a cozy visit in the reconstructed White House, with President Truman as their television host.

Relatively few persons have had a chance to walk from room to room as a President explained the layout, but the May 3 three-network audience heard their Chief Executive spin poignant yarns about famous paintings and historical furnishings as he strolled around. The program involved months of planning.

Three White House radio-TV newsmen—Walter Cronkite (CBS-TV), Bryson Rash (ABC-TV) and Frank Bourgholtzer (NBC-TV)—fed questions to the President as they held microphones under his nose, apparently an unavoidable technical nuisance since experiments with "beer mug" and other miniature transmitting facilities had been futile. All handled themselves well in the difficult role but their task was simplified by the relaxed manner of the President, who seemed to enjoy the whole proceeding.

Lighting difficulties were myriad. Viewers were subjected to brief blackouts as cameras panned into unshaded windows. Three times furtive figures in the background ducked in obvious and disconcerting confusion as they came within camera range instead of moving along unobtrusively.

Wide public interest in the re-

All Clear

"IS THAT piece cleared?" Bryson Rash, ABC commentator, asked Eugene Juster, WNBW (TV) Washington, as President Truman started playing the Mozart Ninth Sonata during his May 3 TV tour of the White House. "Don't worry," said Margaret Truman, standing with the radio men in the East Room. "It's in the public domain."

INTERESTING moment in President Truman's historic tour of White House for TV audience was brief performance at piano. Holding mike is Frank Bourgholtzer, NBC White House newsman.

furbished White House might have been more completely satiated had cameras provided more panoramic shots instead of concentrating on a microphone and two speakers. Thoughts of color TV must have been stirred among viewers as the President went through the Green, Red and Blue rooms.

The Chief Executive showed professional attainments as a TV commentator in contrast to his piano rendition of a bit of the Mozart Ninth Sonata after a gentle hint by Mr. Bourgholtzer. The President holds a union card presented a few years ago by AFM President James C. Petrillo.

In any case, the program was a notable contribution to American culture and history. If Mr. Truman is wondering about a job next January, he might look into the video field—especially if he will talk instead of read or memorize his lines.

NBC SIGNS BOYD

New 'Hopalong' Series Set

WILLIAM BOYD, known as "Hopalong Cassidy" to youthful television fans, has signed a 10-year contract with NBC, Edward D. Madden, NBC-TV vice president in charge of sales and operations, announced last week.

During the next two years, Mr. Boyd will make new series of 52 half-hour films, all of which will be syndicated by NBC-TV to national video markets, Mr. Madden said. Work on new series—to start on the air in October—is already underway. Negotiations for NBC were made by Mr. Madden and John B. Cron, NBC-TV manager of film syndication.

'TODAY' SEGMENTS

Two Sponsors Added

TWO Chicago firms, Bauer & Black and Armour & Co., last week signed for portions of NBC-TV's *Today* with Dave Garroway.

Bauer & Black, division of The Kendall Co., through Leo Burnett agency, Chicago, bought five-minute segments, one each on Tuesday and Thursday for 16 and eight weeks, respectively, starting June 17.

Armour will sponsor the daily weather reports, aired four times during the two-hour show, starting June 2 for 52 weeks. Agency is Foote, Cone & Belding, Chicago.

Kefauver TV Aid

SEN. Estes Kefauver's (D-Tenn.) primary victories in Broward and Dad Counties "were substantially aided" by his appearances on WTVJ (TV) Miami, according to Judge W. Raleigh Petteway, Sen. Kefauver's Florida campaign manager. Sen. Richard Russell (D-Ga.) and Sen. Kefauver, competing for the Democratic Presidential nomination, parried issues over WTVJ from 9-10:15 p.m. May 5.

WNHC-TV Scores

WNHC-TV New Haven, Conn., took pride last week in a May 2 news beat over two local newspapers whose management's competitive attitude toward radio stations, it was claimed, once extended to the point of refusing to sell them advertising space. A tragic 11 a.m. fire which cost the lives of four women in a convalescent home 20 miles from the WNHC-TV studios was covered by the station with still and motion pictures. Stills were telecast at 2:30 p.m., while the simultaneous afternoon paper had no pictures of the fire; the movies were telecast at 6:30 p.m., while the final edition of the paper, on the streets late in the afternoon, carried a single shot of the fire scene—after the blaze had been put out, according to WNHC-TV spokesmen.

AFM TRUST FUND

Brings Musicians' Protest

LOS ANGELES musicians, protesting through signed petitions that AFM 5% trust fund format deprives them from getting work in TV films [B•T, April 21], have prompted union national headquarters to consider a survey of the situation.

Musicians claim the trust fund, set up as it now stands and to which TV film producers must contribute, discourages filming of video shows with live music. Their contention is backed up by officers of Los Angeles Musicians Mutual Protective Assn., Local 47, who discussed problem with James C. Petrillo, AFM president, in Chicago a few weeks ago.

Mr. Petrillo reportedly agreed to take the protest under advisement and to consult with the AFM executive board. Meanwhile, however, as a result of the Chicago conference, it is understood he may send Clair Meeder, his TV assistant, to Los Angeles within the next ten days to investigate and confer with TV film producers as well as local union officials.

White House Repeat

TELECAST tour of the White House, broadcast live May 3, was to have been repeated over CBS Television yesterday (Sunday), 1-2 p.m. EDT. During filmed repeat telecast, Sig Mickelson, CBS-TV director of news and public affairs, last Friday presented the original television recording to Dr. Luther Evans, director of the Library of Congress, for placement in the Library's archives. Additionally, U. S. Dept. of Education has requested six copies of the White House kinescope for distribution to schools.

KEFAUVER SPOT

Refused After TV Tour

ON-AGAIN, off-again developments marked effort of the Kefauver National Campaign Committee to place spot announcements immediately following President Truman's TV tour of the White House last Saturday, 4-4:48 p.m. on NBC, CBS and ABC television networks [B•T, May 5].

Robert J. Enders Adv., Washington, notified publications and wire services May 2 that announcements would be carried by WTOP-TV Washington and WBNS-TV Columbus.

John S. Hayes, president of WTOP-TV, informed BROADCASTING • TELECASTING May 5 the station had not carried the spot.

Mr. Enders in turn claimed WTOP-TV had accepted the spot through its sales department and had mailed a station contract for the time. "At 6:15 p.m. (May 2), long after the business office of WTOP-TV was closed, the program manager of the station's TV operation advised us that the spot would be carried," according to Mr. Enders. "Then shortly after 7 p.m. we were advised that, on orders of John Hayes, station manager of WTOP and WTOP-TV, the station was cancelling the spot. Mr. Hayes, incidentally, was out of town. The cancellation was made over our most strenuous protests." He added "The WTOP-TV contract covering the Kefauver spot is now in our files."

Mr. Hayes told BROADCASTING • TELECASTING May 7, "WTOP-TV did not broadcast an announcement Saturday following the telecast by President Truman. An attempt was made by the Enders agency to purchase a spot announcement. The station did not broadcast the spot, considering it in bad taste for a Presidential candidate to follow immediately a broadcast by the incumbent President."

Ohio Primaries

PRIMARY ELECTION returns in Ohio May 6 were telecast directly from the secretary of state's office in Columbus for the first time by WLW Television to its three video outlets, WLWC (TV) Columbus, WLWT (TV) Cincinnati, WLWD (TV) Dayton, and the Crosley station fed reports to a regional network emanating in Toledo and to NBC.

S-C UHF Converter

UHF converters for Stromberg-Carlson's earlier TV sets are going to distributors and dealers, C. J. Hunt, radio-TV division general manager, said last week. In production several months, the converters retail in the East for $49.50.

NO "BUNK" ABOUT IT!

WHEN TELEVISION

offers you "paydirt" in

BOB EHLE'S BUNK HOUSE

"Pied Piper" of TV to Central N. Y. youngsters, Bob is a singing story teller who keeps young eyes and ears glued to WHEN from 5 to 6 every weekday afternoon. Oldsters, too, enjoy the combination of Bob's singing and filmed adventures of the Old West. It's a mighty pretty spot for your product story, and Bob can *sell* it effectively on this area's most looked at television station.

Represented Nationally By the KATZ AGENCY

CBS • ABC • DUMONT

WHEN TELEVISION SYRACUSE

A MEREDITH TV STATION

Thaw To Be Thwarted?

(Continued from page 74)

anywhere in the country regardless of the area in and around the community which should be served in the public interest," the Washington attorney declared. That is, he said, because the Commission established standards of power, antenna heights and separations on the basis of the needs of a few large cities "rather than on the basis of the needs of the particular area or community to be served."

This makes for administrative convenience, he stated, but leaves a legal doubt whether the Commission has not abdicated its responsibility to act in the public interest, convenience and necessity.

Mr. Scharfeld stated his belief that a court test based on the inequalities of VHF and UHF channels would be decided against the FCC, on the grounds that the Communications Act's provision for a "fair and equitable distribution of facilities among the states," was not carried out.

Another ground for appeal to the courts, Mr. Scharfeld pointed out, was the fact that none of the existing VHF stations on the air had to change to UHF. Thus, he said, New York's seven VHF assignments prevents any similar assignments to the whole state of New Jersey.

Meanwhile, a major clarification question was being studied by the FCC following the raising of the question in two communications last week. The question: Do separations and antenna heights depend on the zone in which the city is located or the zone in which the antenna is located?

In a question raised by the radio law firm of Fly, Shuebruk & Blume, this point was made: A boundary between Zones I and II cuts through a city. It is proposed to erect a transmitter in Zone II, thus utilizing the 2,000-ft. maximum height permitted. The law firm takes the position that this meets the Commission's intent, rather than the 1,000-ft. limitation in Zone I.

In the exact opposite position, WAVE-TV Louisville notified the Commission that it plans to move its transmitter from downtown Louisville to a site across the Ohio River in Indiana, which would put the antenna in Zone I. However, since its channel is assigned to Louisville, in Zone II, it stated that it was assuming that it could utilize the 2,000-ft. maximum tower height permitted by Commission's rules.

Other such "border" cases are expected to be called to the FCC's attention.

Stinging opposition to the request of WMCT (TV) Memphis to amend the Commission's order [B•T, May 5] was filed last week by WREC of the same city.

WMCT, now operating on Channel 4, asked the Commission to switch the channel to which it must move from Channel 5 to Channel 3. Among the reasons for this request, WMCT declared, was that the separation between Channel 5 in Memphis and same frequency in Nashville was less than the 190-mile minimum established in the new rules.

Request Termed 'Selfish'

The WREC petition called WMCT request "selfish," due to "fear" that another TV station in Memphis will have equal or better coverage than WMCT.

WREC argued that the WMCT petition should be denied or dismissed because: (1) WREC fought to have Channel 3 assigned to Memphis, has applied for that frequency, while WMCT did not participate to have Channel 3 assigned to Memphis. (2) WMCT agreed to change from Channel 4 to Channel 5, and anyway the separation between Memphis and Nashville Channel 5's is still greater than the proposed 170-mile transmitter-to-transmitter or 180-mile city-by-city minimums proposed by the Commission last year. (3) WMCT cannot increase its antenna height to the 2,000 ft. maximum permitted under the new rules because its antenna is on top of one of the towers in the AM station WMC's directional array and would impair the efficiency of the WMC signal.

Reaction was immediate. Motion to strike the opposition was filed Friday by WMCT, calling it "replete with name calling" and "vituperative." In addition, the WMCT motion claimed that WREC's conclusions are erroneous and unsupported by engineering data, and are "self-serving." The WMCT request was based solely, the Memphis station asserted in its motion, on the fact that if it is required to change to Channel 5 that wavelength will have to be deleted.

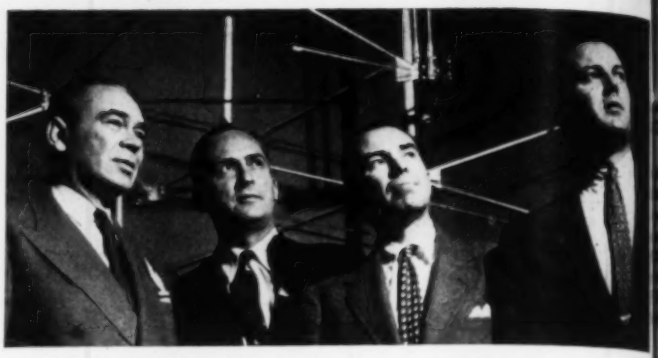
WKDA Nashville Friday filed a motion in favor of the WMCT Channel 3 request.

Only other petitions concerning the Commission's final TV order were filed last week by a group of Milwaukee radio stations. They asked that the effective date of the order deleting them from hearing status [B•T, April 14] be changed from immediately to the same date on which the final report becomes effective.

The stations, WFOX, WISN and WEMP, actually had gone through most of their hearing when caught by the TV freeze in 1948. They gave no reason for their request, but it is believed they want more time to study the possibility of court tests.

Official effective date of the FCC's Sixth Report and Order is June 2. The final TV report appeared in the May 2 issue of the *Federal Register*, and according to law becomes effective 30 days thereafter. Since June 1 is a Sunday, the effective date becomes June 2.

Appeals to the FCC for rehearings must be filed within 20 days after the effective date of the order, according to regulations. Petitions to Federal courts may be filed up to 60 days after June 2.



CBS-TV officials at third CBS-TV Clinic on station operations May 1-2 in New York [B•T, May 5], pose against an antenna stage-setting. They are (l to r) J. L. Van Volkenburg, president; Sig Mickelson, news and public affairs director; Hubbell Robinson Jr., vice president in charge of network programs, and Fred M. Thrower, vice president in charge of network sales.

PROBE OF MFRS.

Slated to Start Today

FEDERAL investigation of the radio-television manufacturing industry for possible violations of anti-trust laws was scheduled to begin today (Monday), date for which company records, correspondence and other documents were subpenaed last February for presentation to the grand jury [B•T, March 3].

Today's deadline was postponed for some, but not all manufacturers, it was learned last week, when spokesmen for the anti-trust division indicated that the precedent was to grant time extensions when requested. The number and compass of documents asked for was, as in many anti-trust studies, extremely comprehensive, with some information dating back as far as Jan. 1, 1934, and it was understood that major organizations needed extra time to compile the data.

RCA, singled out in the subpena text as a corporation of particular interest, was the only manufacturer among virtually all the nation's major producers of AM, FM and TV transmitting equipment who were served, who took legal steps against the court order, petitioning for withdrawal or change of the action which, RCA charged, was "too broad, unreasonable, and oppressive" [B•T, April 14]. Records of RCA will not have to be delivered until this side action is settled, presumably some time after the next hearing, June 12.

Records only were to be delivered today by the subpenaed corporations to the U. S. Court for the Southern District of New York, with individual witnesses due to be called later after investigators have studied the documentary evidence. Legal authorities emphasized that the closed-door action so far is only exploratory—to determine whether an indictment of any sort appears justified.

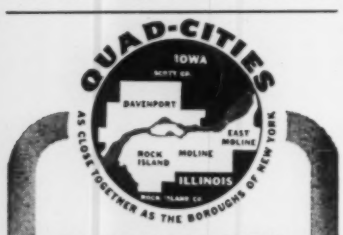
Besides RCA, companies known to have been subpenaed include General Electric, Westinghouse, Philco, Hazeltine Corp., International Telephone & Telegraph Co., Zenith, CBS, and DuMont.

DuMONT HONORED

In Industrial Exhibit

AN EDISON Institute exhibit showing American industrial progress over the past century includes a range of DuMont television equipment and a tribute to Dr. Allen B. DuMont as an outstanding contributor to the field of home entertainment.

Called "Industrial Progress, U.S.A.," the show was displayed from Sunday through Thursday at the Henry Ford Museum, Dearborn, Mich., and was scheduled to begin a national tour.



91,563 TV SETS

IN THE QUAD-CITY AREA

EACH month this TV set total is ascertained by Quad-City wholesalers serving this area. Actually, the total of TV homes reached by WHBF-TV is considerably larger as our TV signals are received over an extensive area beyond the Quad-Cities.

Increased power has doubled WHBF-TV radiated strength; the staff and facilities have recently moved into enlarged quarters.

True to a 25 year tradition of service in radio broadcasting, WHBF-TV now also serves Quad-Citians *well*—and advertisers *profitably*.

Les Johnson, V.P. and Gen. Mgr.

Quad-Cities' favorite

WHBF AM FM TV

TELCO BUILDING, ROCK ISLAND, ILLINOIS

Represented by Avery-Knodel, Inc.

There's No Business Like TV Talent

(Continued from page 72)

on vice president, heads West oast radio-TV department.

Famous Artists' radio and tele-ision department, under Joe Dono-e, has set many of its clients various live video shows in guest ots. Besides James and Pamela ason and Ann Sothern, they in-ude Corinne Calvet, Virginia eld, Lizabeth Scott, Dana An-ews and Kirk Douglas.

The firm also is in TV film pack-ing business through President harles L. Feldman's 50% inter-t in Jack Chertok Productions, adquartered at General Service udios. Mr. Chertok, in addition, ads Apex Film Corp.

When Messrs. Feldman and hertok announced formation of eir TV film production company, amous Artists said many of its n name clients as well as "out-de" talent would be utilized in ilored-to-order video shows.

On the planning board for early oduction are *Harbor Patrol*, a lf-hour weekly detective-Coast ard series, starring Bruce Ben-tt; *Bush Pilot*, in which Sterling ayden would star, and a *Private* ecretary series starring Ann thern.

Jack Chertok Productions is cur-ntly shooting the 26 half-hour V film *Sky King* series sponsored Derby Foods Inc. (Peter Pan anut Butter) on NBC-TV sta-ons. It stars Kirby Grant, with oria Winters and Ron Haggerty. the shooting schedule is a new ries of 52 half-hour *Lone Ranger* V films for General Mills Inc., arting in May.

Series to Star Irene Dunne

Irene Dunne, one of the top Hol-wood motion picture stars, at an er-all salary of $84,500, was set Famous Artists to introduce, d m.c. as well as act in the *Irene nne Television Theatre*, series of half-hour programs being filmed Edward Lewis Productions. irteen in the series have been mpleted, with the balance yet to filmed. Joan Bennett was to ve had the assignment in the wis produced series through deal rked out by MCA, but arrange-nts were later cancelled. The ne Dunne film series will be nsored by Schlitz Brewing Co. arting May 30 on CBS-TV *Play-use of Stars*. Lennen & Mitchell, agency servicing account, set al with budget per film reported $17,500.

Choice of Irene Dunne series was de by Nicholas E. Keesely, ency's vice president in charge of dio and television, who spent sev-l weeks in Hollywood inspecting ny film shows.

George Raft, a Famous Artists ent, is starred in *I'm the Law*, film series being made by Cos-n Productions at Hal Roach udios. Seven 30-minute programs have been shot, with six to be produced in July.

MCA also is deep in TV activity. Besides placing talent from its extensive roster of names on various live radio and television shows, MCA has its own TV film packaging and production subsidiary, Revue Productions, headquartered at Eagle-Lion Studios in Hollywood.

Besides filming the half-hour packaged dramatic *Gruen Guild Theatre*, (Gruen Watch) and *Chevron Theatre* (Standard Oil Co. of Calif.), Revue Productions has completed the *Kit Carson* 30-minute Western adventure series with Bill Williams and Don Diamond in the leads.

Alan Miller, MCA motion picture vice president and George Stern, of radio-television division, recently were shifted to Revue Productions to turn out jointly the two filmed *Gruen Guild Theatre* and *Chevron Theatre*. They succeed Barney Sarecky who had been handling production.

On Revue's planning board are three additional TV film packages, *Famous Playhouse*, *Regal Theatre* and *From Hollywood*.

Gertz Clients Enter TV

More than a score of Mitchell Gertz Agency clients are also working in TV production at networks and independent production companies. This agency more or less specializes in writers, directors, producers, musical directors, name cameramen and other production personnel.

In addition to controlling TV and film rights to more than 1,000 published stories, Mitchell Gertz Agency also has packaged two video shows. They are *Prestige Theatre* and *Nothing New Under the Sun*. Of the latter, 13 half-hour films are completed and were directed by Bill Heath, with Art Pierce coordinating production. Ed Kelso and Leslie Swabacher wrote the scripts. Others in the series are still to be filmed.

Charles Boyer, Rosalind Russell, Dick Powell, Joel McCrea, Robert Cummings and Douglas Fairbanks Jr. are also joining the fast growing list of motion picture stars going into television.

In a deal worked out through their radio-television representative, Don Sharpe Agency, with Official Films, New York production-distribution company, they will be rotated in the weekly 30-minute *Four Star Theatre*. Series will be produced by Don Sharpe Enterprises, a division of the talent agency. George Jenkins directed pilot film.

Don Sharpe Enterprises also will produce *My Hero*, comedy accentuated mystery TV film series starring Robert Cummings, with Julie Bishop in the feminine lead. Official Films is to distribute. It also will handle distribution of *Impulse*, psychological suspense series written by Larry Marcus which Don Sharpe Enterprises is to produce. Alfred E. Green who directed *The Jolson Story* for Columbia Pictures, has been set in similar capacity on *Impulse*. Cast comprises King Donovan, Paul McVey, Christine Larson and Tol Avery, with filming done at Sam Goldwyn Studios in Hollywood.

Blue-printed for future production are two other packages Don Sharpe is handling. Based on NBC radio series which stars Joel McCrea, the *Texas Ranger* TV film show will be open-end with Craig Stevens in the lead. Mercedes McCambridge, who does *Defense Attorney* on radio, is slated to do a TV film version too.

Comics Provide Material

Another series to be handled by Official Films is *Terry and the Pirates*, produced by Dougfair Corp. Richard Irving will direct, with scripts by John and Gwen Bagni. Cast includes John Baer, Mari Blanchard, Gloria Saunders, William Tracy and Jack Kruschen. Series is based on the comic strip of same title.

Alliance between television and movies continues to grow stronger every day despite refusal of some film leaders to look ahead to the time when their studios will be shooting for video.

Even now, according to Basil Grillo, vice president in charge of production for Bing Crosby Enterprises, more hours of film are being shot in Hollywood for television than for movie consumption.

He predicts the day is not too far off when 75% to 80% of time on all TV channels will be occupied by film programs. Concurring are such industry leaders as Jerry Fairbanks, head of Jerry Fairbanks Productions; Louis D. Snader, president, Snader Telescriptions Corp.; Frank Wisbar, producer of *Fireside Theatre* series (Procter & Gamble Co.), and William F. Broidy, president, William F. Broidy Productions.

Sam Goldwyn, always an independent thinker and worker, in a recent interview predicted a "wedding between TV and motion pictures" within the next two or three years.

Others of the top names being offered for TV by their respective agents include Bette Davis, Loretta Young, Joan Crawford, Barbara Stanwyck and Ginger Rogers, but at figures and on conditions that networks or independents cannot meet at this time.

Most of the top comics already

(Continued on page 89)

Washington Watches News

11 p.m. News
with
RAY MICHAEL
Now Available Monday and Wednesday
Nightly except Saturday, Ray Michael airs a concise five-minute news summary. With an average daily rating of 5.3 (ARB, April, 1952), the 11 o'clock news offers good programming in a choice time spot.

Watch Washington

Add to the District of Columbia nine Virginia counties, six in Maryland, one in West Virginia . . . and you have the WNBW coverage area, with a population of 1,717,200, an effective buying income of two and a half billion dollars, and TV set ownershop of 354,129 . . . an area that bears watching.

wnbw
Channel 4

NBC Television in Washington
Represented by NBC Spot Sales

film report

Production . . .

Newly incorporated, **Wrather Television Productions Inc.**, Hollywood, is starting 13 half-hour sophisticated comedy TV film series, *Boss Lady*. **Lynn Bari**, film star, enacting leading role of feminine head of building contracting firm, is co-featured with film actors **Glen Langdon**, **Nicholas Joy**, **Richard Gaines**, **Lee Patrick** and **Charlie Smith**. Firm president **Jack Wrather** is co-producing with **Bob Mann**, writer of scripts, and **Bill Russell** director.

* * *

Howard Welsch, executive producer with Fidelity Pictures, plans to enter the TV field and independently produce a half-hour film series, *The Lady From Lloyd's*, built around a feminine investigator from Lloyd's of London. Negotiations are being concluded with **Constance Bennett**, film actress, to portray "The Lady." **Norman Foster**, feature film director, has been signed to direct the series. Shooting will start June 1 at the Motion Picture Center. Each film, budgeted at $20,000, will contain a new cast apart from central figure of the title.

* * *

After converting the recently-leased Marcal Theatre in Hollywood to television, Filmcraft Productions plans production this month of *The Bickersons*, a half-hour TV film series based on former NBC Radio program of same name, which will be filmed before live audience from theatre stage.

William Rapp, owner-writer-director of the radio package, will serve in the same capacity, with **Isidore Lindenbaum**, firm president, as executive producer, and **Ferenz Fodor** as production supervisor.

New automatic camera control system, used by the company in filming John Guedel Productions' *Groucho Marx Show* for NBC-TV, will be utilized in this series.

* * *

Availabilities . . .

Olio Video TV Productions Inc., New York, has added seven films—three British and four American—to its feature list, now totaling 36 titles available for TV. Titles include: "Great Guy," "Man Who Lost Himself," "White Legion," "Wallaby Jim of the Islands," "The Man From Yesterday," "The Silver Darlings" and "You Can't Fool an Irishman." The entire group of 36 is available in full-length and specially-edited 26-minute versions.

* * *

Sales . . .

Durkee Famous Foods Div., Cleveland (condiments), has started *Dangerous Assignment*, a half-hour TV film series produced by **Donlevy Development Corp.**, Hollywood, on KNBH (TV) Hollywood, May 1. Series on KRON-TV San Francisco for firm since first of year. Agency is **Leo Burnett Co. Inc.**, Hollywood.

* * *

NBC's WNBT (TV) New York has acquired exclusive New York area rights to *TV Disc Jockey Toons* from **Screen Gems Inc.**, New York. The series includes production numbers, animated cartoons, pantomimes and marionette routines, providing visual elements for use with latest popular record releases.

* * *

Film People . . .

Douglas Fairbanks Jr. will portray his late father, the silent film star, in a new half-hour TV film series, *Tales of a Wayward Inn*, based on **Frank Case's** book dealing with theatrical and literary personnages who frequented Algonquin Hotel, New York. Co-producers are **Hal Roach Jr.** and **Carroll Case.**

* * *

Jane Wyatt and **John Shelton**, film stars, have been signed for *Love Without Wings*, half-hour TV film in *Fireside Theatre* series for **Procter & Gamble.** This carries through plan of **Frank Wisbar**, producer, to include motion picture names in upcoming films.

* * *

Andy and **Della Russell**, night club-recording stars, have been signed by **Arena Stars Inc.**, Hollywood, for half-hour TV film series with husband-and-wife format. The series will be filmed at **Churubusco Studios**, Mexico City, and financed by **Don Frankel**, oil and racetrack industrialist.

* * *

Andy Clyde, motion picture character-actor, has been signed by **Interstate Television Corp.**, Hollywood subsidiary of Monogram, to a long-term TV contract. The first major assignment will be *Buffalo Bill*, half-hour TV films starring **Jimmy Ellison** in title role. Production started last week with **Lewis Collins** directing from a script by **Joseph Poland. Vincent M. Fennelly** is the producer.

* * *

John Archer, film actor, has been signed by **Jerry Fairbanks Productions**, Hollywood, for starring role in *America For Me*, half-hour film for the **Greyhound Corp.**, Chicago (transcontinental busses). Locale will encompass 16 states and film will be photographed in black and white for TV release.

* * *

Harry Zimmerman, musical director, KHJ Hollywood, is to provide musical background from his original score for *The Greatest Mother*, special Mother's Day half-hour TV program being filmed by **Jerry Fairbanks Productions**, Hollywood, for *Family Theatre* presentation. **Edward Paul**, the firm's musical director, will supervise a 32-voice choir.

* * *

Ralph Winters, casting director with RKO Radio Pictures, to **Ziv TV Programs Inc.**, Hollywood, in a similar capacity for all Ziv's TV film series.

* * *

William Tinsman, casting director, Warner Bros., to **Roland Reed Productions**, Culver City, in similar capacity.

* * *

Elmo Billings, feature film editor signed by **Semaphore Film** (Hollywood, in a similar capacity half-hour TV film series, *Hot R* scheduled to go into produc June 1.

* * *

Sol Lesser, who recently acquired travelogue library of **Burton Holmes** for TV and theatrical lease, has been named president newly-incorporated **Burton Holmes World Productions.** Serving as directors are **Julian Lesser** and Holmes.

* * *

Mrs. Dorothy Clune Murray been elected chairman of the board of directors for **Werner Jan Productions Inc.**, Hollywood.

NEW UTP SALES

Shows Go to 8 Markets

EIGHT recent sales in as many markets were reported last week for United Television Programs by Aaron Beckwith, sales director, who said that the husband-wife program, *Double Play With Durocher and Day*, leads the list with purchase in two markets and debut in a third.

WJBK-TV Detroit, through W. B. Doner agency, bought the sports-discussion series for the Michigan Wine Co., and KMTV (TV) Omaha purchased it for Storz Beer. The program started May 1 on WFBM-TV Indianapolis for the Fehr Brewing Co. with a special press party, at which plans for extensive merchandising—including autographed baseballs, sales displays, and a concerted radio-newspaper campaign—were announced.

Big Town, program developed by Lever Bros. but offered to other advertisers in other markets through UTP, was purchased for WFMY-TV Greensboro, N. C., and WSAZ-TV Huntington, W. Va., by Streitman Biscuit Co. The 26-week package will be distributed nationally on film in early October, Mr. Beckwith said, pointing out that it is currently available only to 29 non-Lever markets.

Other sales were for *Royal Playhouse*, a re-run of the *Fireside Theatre* series, to WDSU-TV New Orleans and KFMB-TV San Diego. WENR-TV Chicago purchased *Hollywood Off-Beat*, a half-hour private detective series starring Melvyn Douglas, and *Movie Quick Quiz* was signed for Dixie Cup sponsorship on WJZ-TV New York.

ONE CH. CITIES

Monopoly Inference Answ

MONOPOLY situations in T where a total of 902 communi each have but one TV channel a cated in the table of assignme accompanying the FCC's Sixth R port and Order [B•T, April 1 are no better or worse than sim situations existing in AM, acc ing to FCC sources. Anyway, s say, it is a matter of the "ma of the beast"—radio waves p gation.

FCC comments were soli after some observers had pointe the 902 single TV station c under the allocation plan as stances of monopoly. Commis reaction was along the follo lines:

● Of the 902 single-sta markets, 26 channels are rese for non-commercial, educati stations in "primarily educati centers."

● There are 970 cities wi have a single AM station in op tion today.

● Of the 1,360 radio comm ties in the U. S. (i.e. having on more AM stations), about 250 h only 250 w daytime or part-t stations.

Other points made by FCC cials, in countering monopoly ferences, are: (1) All TV chan have not been assigned; it is sible to squeeze in more chan particularly UHF frequencies; there is a question whether communities with only one channel available are going to able to support a TV station a way—the average population of the 902 single-station TV m munities is 9,300.

WTVN (TV) Center

WTVN (TV) Columbus' modern Television Center wi ready for occupancy shortly a May 15, Edward Lamb, sta owner, announced last week. Ru Mock, WTVN promotion direc is arranging formal opening tails.

RANGERTONE
BEST FOR TV FILMS
USED BY
DESILU PRODUCTIONS
"I Love Lucy"
SYNC-SOUND
RANGERTONE
73 WINTHROP ST
NEWARK 4, N. J.

There's No Business Like TV Talent

(Continued from page 87)

are committed. They include Red Skelton, Eddie Cantor, Bob Hope, Danny Thomas, Jimmy Durante, Jack Benny, Donald O'Connor, Alan Young, Martin & Lewis and Abbott & Costello.

In line with the pattern now revolving, Ethel Barrymore was recently signed for a substantial salary, plus residual rights in a contract with Interstate Television Corp., subsidiary of Monogram Pictures, for a series of 26 half-hour TV films tentatively titled *The Ethel Barrymore Theatre*.

Deal was handled by William Morris Agency, which also will supply Interstate with a good portion of the package, including writers, directors and other talent for the series.

Miss Barrymore, actress and narrator on the series, also will act as consultant to producer Lee Savin.

Loretta Young reportedly wanted $100,000 and 50% rights in a proposed TV film series in which she was to star, so the advertiser dropped negotiations. CBS, however, is said to have worked out an agreement with her through William Morris Agency for a planned TV series starting in the fall. Details haven't been revealed, but it is understood the money involved is a flat fee for 26 half-hour filmed programs, plus residual rights.

Despite statements to the contrary, talks between network executives and her agent Paul Small, are still under way for Ginger Rogers to do a weekly CBS-TV show. If it materializes, series will be filmed so she can continue motion picture commitments. Paul Small Agency, incidentally, also set David Rose as musical director on NBC-TV Ezio Pinza program for the five weeks it originates from Hollywood.

Adventure Films

A TV film version is to be made of the new adventure series, *The Chase*, packaged by Frank Cooper Agency for origination from New York on NBC radio. Show was created by Lawrence Klee who writes CBS-TV *Man Against Crime* starring Ralph Bellamy with Camel cigarettes as sponsor.

General Artists Corp., with probably the largest number of recording stars in the popular category of any of the major talent agencies, is active in live TV packaging and artist placement. It also has blueprinted plans to set up a TV film division utilizing much of that talent.

CBS-TV *Perry Como Show*, sponsored thrice weekly by Chesterfield, is a GAC live package. Patti Page, incidentally, is being offered as summer replacement for the *Perry Como Show* with GAC, her agent, discussing the deal with CBS-TV New York executives.

Mel Torme, singer, with a CBS-TV show of his own, is a GAC client. Frank Fontaine, comic, Mindy Carson and Frankie Laine are others on GAC list who have been working in live TV on a rather frequent basis. Mr. Fontaine is to have his own CBS Radio show starting shortly. GAC also will star Mr. Laine in a TV film series starting in the fall.

With Louis Bromfield, author, as narrator-host, deal was recently concluded whereby Bing Crosby Enterprises will film a 30-minute TV dramatic series which GAC, in cooperation with Mr. Bromfield's agent, Stanley Bergerman, has packaged under title of *Crisis*.

Agreement was worked out by Basil Grillo, vice president in charge of production for BCE and Milton Krasny, vice president of GAC. It calls for the latter to handle national sales. BCE will produce and film the series.

Besides handling Bob Hope and Herbert Marshall for radio and television, James L. Saphier Agency, among others, handles placement of Eileen Wilson, singer on NBC-TV *Hit Parade*, and Steve Allen, comedian and m.c. on CBS-TV *Songs for Sale*. Agency is also packager of CBS-TV *Al Pearce Show* and CBS-TV *Meet Corliss Archer*.

Conte, Kennedy Co-produce

Richard Conte, stage and film actor, in early April finalized a deal with Jimmy Saphier and Jay Kennedy for half interest in TV rights to their radio package *The Man Called X*, which stars Herbert Marshall. He will co-produce with Mr. Kennedy and also star himself with his wife, Ruth. Mr. Marshall also is narrator of the Ziv TV film series *The Unexpected*, sponsored by Rheingold beer on Eastern stations.

Wynn Rocamora has blue-printed a proposed TV film series based on the life of Chaminade, French composer, with Diana Lynn, film star and pianist, in title role. He also plans a TV film series starring Dorothy Kirsten, Metropolitan opera star, plus situation comedy package starring Florence Bates and Ellen Corby, stage and film actresses.

Sam Jaffe Agency, in addition to Donald O'Connor, has other star names on its list who guest on radio and television shows. Agency also is negotiating with NBC-TV in the Alexander Korda deal, whereby network would aid in financing of 26 feature films by putting up $100,000 on each. In return, NBC-TV would have exclusive television rights. Agency represents the British film producer in the negotiations. TV film packages handled by Jaffe Agency include *Byline*, *Washington Lady*, *Purple Playhouse*, *Brass McGaunon* and *Alarms in the Night*.

George Brent has formed his own company to produce films for video

(Continued on page 90)

The tube that "wears spectacles"

Electronic spectacles, so to speak—built right into the tube itself!

Using a unique arrangement of beam-forming electrodes, RCA engineers have combined in this tube advanced principles of electron optics and of cooling to make a push-pull power tetrode *that can handle inputs up to 10 kw in the VHF band*. The techniques used in the 8D21 made high-power television a practical reality!

Power tube development is just one phase of RCA's program to bring you new and better tubes for broadcast operations.

For deliveries in minimum time, call your local RCA Tube Distributor.

RCA **RADIO CORPORATION of AMERICA**

ELECTRON TUBES **HARRISON, N.J.**

FINAL TELEVISION ALLOCATIONS REPORT

EXTRA COPIES AVAILABLE NOW AT $3.00 EACH

This is the complete report—196 printed pages—just as the FCC released it, Monday, April 14, 1952.

This volume shows the complete city-by-city breakdowns for all 2,053 proposed stations in 1,291 communities. There are sections on antenna heights, educational reservations, power, procedures, Hennock's and Jones' opinions, zoning and mileage separation.

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NAME

COMPANY

STREET

CITY ZONE STATE

There's No Business Like TV Talent

(Continued from page 89)

as well as theatrical release. First TV series scheduled is *Address—Tangiers.* Mr. Brent is 50% stockholder in the company with William B. White, his agent, as partner. Firm is listed as George Brent Productions Inc.

Mr. White also is packaging a TV film series, *Her Honor the Mayor* which will star Bette Davis if a deal agreeable to both can be worked out. She made her TV debut with Jimmy Durante on NBC-TV *All Star Revue* on April 19. Eve Arden, starring in CBS Radio *Our Miss Brooks,* will do likewise in the CBS-TV version starting in the fall, in a deal worked out by Mr. White's agency.

Gloria Swanson will be starred in a half-hour TV film series to be made by Tele-Voz Co., Mexico City. Deal calls for salary, plus residual rights. She is under contract to Simmel-Meservey TV Productions, Beverly Hills, subsidiary of Simmel-Meservey Co., which will handle distribution of the series, titled *Gloria Swanson Show.*

Joan Crawford's offer to major networks, through her agent Music Corp. of America is said to be for a five-year TV deal, in which she would get $200,000 per year to star in 26 half-hour films, plus 50% ownership of the properties.

Established names will be used in some of the upcoming filmed *Fireside Theatre,* sponsored by Procter & Gamble Co., in a new policy announced by Frank Wisbar, producer.

Stars Being Sought

Among those he is or will be negotiating for on the new 40 films currently being shot are Andrea King, Geraldine Brooks, Mary Sinclair, Frances Dee, Virginia Grey, Vanessa Brown, Sarah Churchill, Barbara Britton, Mari Aldon and Ruth Warrick. Shooting of the new group of half-hour TV films which started April 14, continues through September 28.

Dan Duryea, available to radio and television through MCA, will be starred in 52 half-hour TV films, *The Affairs of China Smith,* packaged by Tableau Television Ltd., which Edward Lewis Productions is shooting. Proktor Syndication International will handle distribution. Robert C. Dennis has writing assignment for series which is being financed by Messrs. Lewis and Duryea, and Bernie Tabakin, who will produce and direct.

With Arthur Kennedy, Edward Arnold, Diana Lynn and Akim Tamiroff among stars, National Repertory Theatre Inc., newly organized to produce films for TV, has set itself up at Motion Picture Center.

With it will be identified such directors as King Vidor, David Miller, Tay Garnett, Robert Florey, Christian Nyby and Ray Enright.

Tony Owen is president with Donald Hyde, Jay Hyde and Arthur Kennedy, vice-presidents. William Kozlenko is secretary-treasurer.

One of the most ambitious ventures in making TV films, this group will function like a stock company with players alternating as stars and support, it was said. Group will share profits on participation, with Interstate Television, subsidiary of Monogram Pictures Corp. financing and handling distribution.

Completed are two half-hour films, *The Victim,* co-starring Messrs. Arnold and Kennedy, with Mr. Kozlenko, writer, and Fobert Florey, director, and *This Is Villa,* with Messrs. Tamiroff and Kennedy co-starred, and Josephine Niggli, writer, and Ray Enright, director. Lee Savin is supervising production for Interstate.

Virtually every big name in Hollywood, especially those not under exclusive movie studio contract, has an eye on television. Some are talking deals direct with TV film producers or packagers, while others are working it through their respective agents. These include stars and lesser name talent, producers, directors and writers too. Many who appear to shun the new media only await an opportunity to enter the field.

Strictly Business

(Continued from page 16)

the same territory, watching business in Minneapolis, Milwaukee, Cleveland, Detroit and Indianapolis.

A specialist in Canadian stations, Mr. Reilly has worked with outlets there on both jobs. The Adam Young Co., represents 23 Canadian and 20 U. S. stations. While attending the annual broadcasters' convention in Canada this spring for the first time in several years, Mr. Reilly recommended that managers increase their radio rates before television installations are put into operation, presumably this fall.

Spot business, in which he has seen no rate cuts of any kind, is up everywhere, Mr. Reilly says, and will continue to climb as station managers cooperate in local promotion and merchandising for the client.

His stations, in general, report a heavy demand for early morning and daytime spots. CKLW Windsor, which hit its sales peak in October 1950, last year recorded an increase in sales of 104%—with new accounts still coming in.

Mr. Reilly, a native New Yorker, attended Fordham U., for a liberal arts course, later studying law in night school for two years. He acquired financial experience in a bank and a Wall St. brokerage house before the depression, at which time he went to work for the City of New York as a welfare investigator, prosecuting relief frauds. His checking resulted in the first conviction of such a violator.

Bill Reilly lives in suburban Park Ridge and is a member of the Chicago Radio Management Club. He spent a lesiurely vacation in Flori this spring teaching his daughte Rita, 14, and Adelaide, 11, how fish in the Gulf waters. Althou he knew more than they about theory, the girls showed him practice in this case was more successful.

ATTESTING to successful results its Red Band Flour, General M presented pouch of 90 silver dol to WIRC Hickory, N. C., winner GM first prize. WIRC competed w 27 other outlets in five southeast states with listener contest based theme, "Win Your Weight in Si Dollars." (Above) Mrs. Mattie Pu gett, WIRC program director, re ceives five pounds of silver dol from J. C. Lawton of Charlotte, G district sales manager. Knox Rey Adv., Minneapolis, GM agency, ma congratulated WIRC General Ma ager Edmond H. Smith Jr. "splendid job" by station in gett results.

SLOAN AWARDS

To Be Announced May 2

FOURTH annual Alfred P. Slo radio and television awards fo highway safety will be presented a dinner at the Waldorf-Astoria New York on May 20. Winners w not be announced until that tim

The awards, administered by th National Safety Council in co junction with its public interes awards, are "designed to recogn outstanding public service in traf accident prevention by radio a television stations, networks, a advertisers."

Dramatized themes of this year award-winning programs will b presented on NBC-TV's *Americ Inventory* program, which will b telecast at the dinner.

Looking for Radio & Television Technicians?

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A Service of Radio Corporation of America
350 West Fourth Street, New York 14, N. Y.

Vandalism Fight

DRAMATIC documentary on window-breaking by young vandals was broadcast Thursday as a one-time production, by WOL Washington, repeated Sunday, and will be repeated at the city's schools in an effort to curb this costly damage. District of Columbia school, church, civic and business leaders took part in the broadcast along with children at a school playground where an organized effort is under way to control breakage. The WOL news staff prepared the program after weeks of recording and editing under direction of George W. Campbell, program manager, and Gene Berger, newsman.

BROADCAST BAN

Moody Terms It 'Mistake'

HOUSE ban on radio and television at committee hearings is a "mistake," Sen. Blair Moody (D-Mich.), former newsman and commentator, said last week in a transcribed radio show, *Meet Your Congress*, which he moderated before he was appointed to the Senate.

Two other former newsmen turned politicians, Sens. A. S. Mike Monroney (D-Okla.) and Fred A. Seaton (R-Neb.), appeared on the program. Sen. Seaton is president of KHAS Hastings, Neb., of KMAN Manhattan, Neb., and vice president of KGGF Coffeyville, Kans.

Program discussed freedom of access of information in government. All three criticized the Presidential order which cloaks some government news with secrecy. The information classification order as a security measure issued by President Truman last September also was "a mistake," Sen Moody said. Sen. Monroney, former *Oklahoma City News* editorial writer, said it was "obnoxious, destructive" while Sen. Seaton described it as "worse than the disease it tried to cure."

On broadcasts of Congressional committees, Sen. Moody said Congress "ought to have better rules covering the conduct of hearings and the protection of witnesses. But the public should be admitted." Sen. Seaton, seeing most meetings open to the public, added, "we shouldn't turn them into a hippodrome, into a circus." Lights needed by newsreel photographers, flashbulbs of still cameramen and the presence of TV equipment, he said, are "not conducive to the peace of mind." Sen. Monroney suggested the telecasting of "educational" hearings but not those in which a witness' reputation may be smirched.

ABC Radio Hollywood Workshop won Net-Workshop Award for "best production of month" with presentation of *The Word*, written by Arch Oboler, produced by Steve Markham and John Eppolito.

NJBA HITS CURBS

Committee To Seek Coverage Rights

APPOINTMENT of a committee to confer with state officials in an effort to clear the way for radio coverage of public hearings conducted by legislative committees was authorized in a resolution adopted by the New Jersey Broadcasters Assn. at its spring meeting last Monday in Atlantic City [B•T, May 5].

Representing the state's 20 radio and TV stations, and acting after WJLK Asbury Park and WTTM Trenton were denied permission to broadcast hearings on a bill concerning bingo, the NJBA adopted a resolution which said, in part: "Any effort on the part of elected officials to deprive the public of immediate access to public proceedings through the medium of radio is an infringement on the right of the electorate to full and immediate information, and an indication of the growing trend to censor and stifle a free press and a free radio."

Meanwhile, NJBA members were told in a speech by FCC Comr. Rosel H. Hyde that the Commission's procedures in handling the new TV allocations are designed to bring television to the largest number of persons as soon as possible. Denver is the largest city without television service and tops the list, he said, explaining that a city 40 miles distant from a TV station is considered a city without TV service.

Comr. Hyde cautioned the broadcasters that with only seven hearing officers and multiple applications for each channel in the major cities, early action cannot be expected.

No Handouts By FCC

With respect to the educational reservations, Comr. Hyde pointed out that FCC cannot hand out endowments or what amounts to land grants in the way of channels for educational institutions. It has earmarked channels for noncommercial educational stations in the public interest. But the policy of the FCC, Comr. Hyde said, is to make changes as changes are required, and any change in the educational reservations will depend upon an examination of the facts. If the present allocations should prove unrealistic and the public interest would be served by some other use, the FCC will examine these reservations on the basis of new evidence, he stated.

At an afternoon session, Walter Erickson, radio director of Gray & Rogers Agency, Philadelphia, gave the broadcasters an insight into the problems that an agency faces in recommending radio and television to its clients.

"On the surface," he said, "it would seem that both radio and television should be used. Unfortunately, in a good many cases that is impossible. . . .

"It's surprising the number of advertisers whose total budget is $50,000 a year or less. When you deduct from that sum allowance for direct mail, point of sale material, the amount left for radio, newspapers and television is considerably less than $50,000.

"In Philadelphia," he continued, "three 20 second spots a week cost approximately $45,000 per year. Granted that television has high visual impact, high ratings and low cost per thousand, are three spots a week sufficient if that is to be the only advertising effort?

"I am not trying to imply," he went on, "that television can't do a job. It can and it's working for advertisers every day. I am just saying that television on a limited budget creates a problem which is not always easily resolved."

Daytime Radio Selling

Daytime radio isn't hard to sell, he pointed out, because survey figures show that listening is at about the same level as it was before TV. Too, some advertisers feel that housewives are too busy during the day to spend an appreciable amount of time watching television, Mr. Erickson added.

Television sets-in-use figures, he said, have often been misinterpreted. Since viewing is high, it is sometimes taken for granted that the bulk of viewers are former radio listeners. But, he continued, television has attracted a good percentage of persons who were not regular listeners. To substantiate this point, Mr. Erickson referred to the Philadelphia Radio Pulse for January-February 1946, which showed 28.8% sets in use between 6 and 12 p.m. Six years later, 1952, the same period showed 58.5% television and radio sets in use.

This, he said, means that there is almost twice the listening and viewing audience between 6 and 12 p.m. as there was listening to radio in 1946. He saw it as proof that the public, given something it wants, will be receptive and, he admonished, it is up to radio to give them what they want.

WVOK WINS SUIT

For Book Ad Debt

JUDGMENT in favor of WVOK Birmingham, Ala., was reported by the station in its suit May 1 for collection of a debt due WVOK for advertising a book for Simon & Schuster, New York publishing firm.

The suit, which WVOK termed as unprecedented in radio annals, was brought directly against Simon & Schuster by Howard B. Cohen, Birmingham attorney, after unsuccessful attempts to collect from National Radio Adv., which placed the ad "a mail order deal," for the book, *1951 Tax Instruction Book*, the station reported.

It Figures!
It figures... that with our Unlimited Opportunities for business and industry — our Sunshine, Sea Breezes and Tropic Allure — Miami, (Dade County) Florida is the fastest growing Key Market in the South!
And, it figures — that to get your portion of this billion-plus buying income market, your smartest choice for Mass Sales is WIOD... the Radio Station that for over 26 years has served, sold and entertained with unexcelled performance not only Miami, but Florida's entire lower East Coast!
For all the other figures, just call our Rep... George P. Hollingbery Company.
WIOD
Established January 18, 1926
James M. LeGate, General Manager
5,000 WATTS • 610 KC • NBC

TRADE RULES

FTC-Industry Conference Slated June 18

SUGGESTED trade practice rules for radio-TV set-makers, based on recommendations drawn up by a special All-Industry Committee, were released by the Federal Trade Commission last Wednesday and tentatively set for discussion at a third government-industry conference June 18.

★

Rules were drafted by the industry group under leadership of Radio-Television Mfrs. Assn. and at the request of FTC's Trade Practices Conference Bureau. They will be circulated to industry members prior to the third and probably final conference before they are adopted.

Standards will guide manufacturers, dealers, distributors and other groups operating in interstate commerce under FTC's jurisdiction. When finally adopted, they will extend radio trade practices on the books since 1939 to cover television.

The industry draft once again poses the colorcasting issue, though this is rendered academic by virtue of the government's ban on mass production of color TV equipment.

Industry committee backed up FTC's suggested provision (last year) touching on certain phases of adaptability and convertibility of video receivers by recommending addition of Section II under Rule 9:

Under this rule and with respect to devices or accessories to convert an existing black and white television receiver to receive a color signal, it is an unfair trade practice to fail to disclose that the result of the installation of such devices or accessories, will be a smaller picture than the original black and white picture of the set if such be the fact.

A related point cropped up during two previous industry conferences held by the commission last June and September, with CBS Inc. arrayed against certain industry segments over the question of picture "degradation" inherent in conversion of monochrome sets under the CBS color system. Advertisements of color converters claiming they will attain actual viewable area commensurate with tube size also were discussed.

Following the second of the two conferences, FTC asked the industry to name a special committee to solicit industry views and work out a draft. The commission's own proposed draft served as the basis for the second session.

The rules touch on misbranding and deceptive selling methods; a set of standard definitions; advertisements to be prohibited: sponsorship; alteration of brand names; deceptive use or change of cabinets; alteration or removal of serial numbers; deception as to size of actual picture, price, discontinued models, identity of manufacturer; misuse of term "factory rebuilt"; misrepresentation as to effectiveness of TV antennas; guarantees and warranties; misuse of the word "free"; false invoicing; imitation of trade marks, names; "spiffs" and "push money"; tie-in sales; threats of infringement suits; use of lottery; coercion to fix prices; defamation of competitors; commercial bribery.

One significant new proposal is that involving deception as to picture actually shown on any TV set, which prompted considerable discussion last year. It would be unfair practice to deceive prospective purchasers as to actual viewable tube, with or without added devices. "It shall not be deemed deceptive to use the size which has become standard and accepted in the industry . . . provided there be a conspicuous and non-deceptive disclosure of the size of the actual viewable picture if it be smaller."

"Standard measurement" was described as that "in inches, to the nearest inch, of the largest bulb diameter or diagonal of the tube," with any tube on a one-half inch dimension being assigned the smaller inch measurement.

The industry recommendations were drawn up by a committee under chairmanship of Louis B. Calamaras, executive vice president, National Electronics Distributors Assn. Other committee members: Glen McDaniel, RTMA president; Edwin A. Dempsey, National Television Dealers Assn.; John Martindale, National Assn. of Cathode Ray Tube Mfrs.; Ross D. Siragusa, Admiral Corp.; Morton Farr, National Appliance & Radio Dealers Assn., and Fred Walker, Arlington, Va., radio-TV dealer.

Omitted from the industry draft was an RTMA proposal, offered in June 1951, that "advertisements . . . stating, purporting or implying that any television receiving set can be adapted to receive color broadcasts in black and white which do not also state that the resulting black and white picture gives materially less picture detail than a standard black and white broadcast picture, if such be the fact," be considered an unfair trade practice.

CBS Inc. let it be known at the first conference, through an attorney, that it felt such a proposal to be discriminatory and traced testimony which eventually culminated in FCC's approval of the CBS color system. National Production Authority, acting for the Office of Defense Mobiliation in apparent agreement with industry members, than levied its equipment ban.

In recent months, however, the reportedly has been general agreement that the rules as now drafted would not prove objectionable. All segments of the manufacturing industry were consulted before the industry draft was submitted to FTC.

Key to a $6 Billion Market

WFIL

560 kc.

The Philadelphia Inquirer Station

An ABC Affiliate
First on the Dial
In America's Third Market

Represented by THE KATZ AGENCY

milestones . . .

► FIFTEEN years of broadcasting have been completed by WFTC Kinston, N. C. Celebration was marked by anniversary broadcast featuring greetings from Ernest Lee Jahncke, ABC radio network vice president, as well as from ABC stars. FCC's birthday present to station was announcement of an initial decision to grant change in facilities from 250 w on 1230 kc to 5 kw day, 1 kw night directional on 960 kc [B•T, March 3].

►WLW Cincinnati's farm program, *Everybody's Farm*, has been aired for the 4,000th time. In tribute, Roy Battles, WLW farm program director, presented an account of the history of the program and the 137-acre farm itself, reportedly one of only two farms in the U. S. owned and operated by a radio station. Program is broadcast directly from the fields and farm house.

Mr. Battles

► Jean Hersholt's 15th anniversary as star of the *Dr. Christian* CBS Radio show will be celebrated May 21 by theatrical luminaries at New York's 21 Club, before Mr. Hersholt leaves on a European business tour. The show will continue through the summer on the Chesebrough Mfg. Co. (Vaseline brand products) is sponsor.

► HARVEY OLSON, program manager, WDRC Hartford, Conn., observed his 17th anniversary with the station during April.

► WTTM Trenton, N. J., early last month celebrated its 10th anniversary, marking occasion with open house and several "birthday" parties. The station received special commendation from Mayor D. J. Connolly of Trenton.

► HELOISE PARKER BROEL "Mother Parker" of *Food Fa* aired daily on WEEI Boston, h marked her 12th anniversa with the station.

► TELENEWS Productions In New York, subsidiary of INS, April marked beginning of its fi year of *Telenews Daily*, televis newsreel service. Herbert Schef Telenews president, said firm only independent newsreel produc "that has been supplying televisi stations with daily newsreel foota for so long a time."

► NATIONAL Assn. of Hom Builders noted the first birt day of its national radio pr gram, *Housing Headlines*, May Show has been recognized by buil ers all over the country as a powe ful selling aid and a public rel tions medium and is now heard 43 cities.

PROTECT YOURSELF, your STAFF, your CLIENTS

from the daily hazard of

LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

Arising from Editorializing, Speeches, Newscasts, Ad libs, Financial Comment, Mystery Plots, Gossipy Announcements, Man-on-the-street Interviews.

Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special, tailored-to-the-risk Insurance.

USE CAUTION — LADY LUCK IS A DESERTER!
IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.

For details, write to the Pioneer in this line.

EMPLOYERS REINSURANCE CORPORATION
Insurance Exchange Bldg. — Kansas City, Mo.

RB CHAIRMAN
Urges Plant Dispersion

SPERSION of top industries is ey factor in deterring any enemy ack on the U. S., Jack Gorrie, airman of the National Security sources Board, declared last esday.

Addressing the annual Armed rces and Veterans meeting of otherhood Temple Ohabei alom in Boston, Mr. Gorrie noted at America is "developing pro-ams for the protection of defense-pporting industries" by disper-n of new manufacturing plants d other security measures. About o-thirds of major production cen-rs have organized committees to rsue this program, he added.

BC Clergy Clinics

PECIAL CLINICS for Canadian ergy using radio are being held various parts of Canada by the nadian Broadcasting Corp. These inics are conducted to acquaint ergymen with the use of the mic-phone, radio writing and speak-g, religious series on CBC net-orks and stations, and other oadcast topics intended to famil-arize them with the special re-irements of the radio audience. bout 20 clinics have been held to te and a number are scheduled various parts of Canada for the rly summer months.

Hersholt Contributes

AS a "link in the chain of Danish-American friendship," Jean Hersholt, CBS Radio's *Dr. Christian* for the past 15 years, last week presented his collection of Hans Christian Andersen manuscripts, letters and first editions to the U. S. Library of Congress. Presentation was made to Library Director Luther Evans, and backed by "enthusiastic" approval of the government of Mr. Hersholt's native Denmark. Collection, reportedly valued at $75,000, is in addition to Mr. Hersholt's previous donation of 120 Andersen items.

allied arts

NICK ARCHER, Paramount News, **JOHN PEPPER,** feature writer formerly with *Life*, *Fortune* and *Argosy* and **ERFORD BEDIENT,** *Courier-Express*, Buffalo, to news staff, Telenews Productions, N. Y.

KENNETH C. MEINKEN Jr., midwestern sales manager, National Union Radio Corp., Orange, N. J., appointed vice president in charge of equipment sales of cathode ray tubes, receiving tubes and government business. **F. W. TIMMONS,** regional sales manager, Allen B. DuMont Labs, joins National as eastern sales manager.

ALLEN B. DuMONT Labs, Clifton, N. J., has released brochure on meaning of UHF. New development in TV is explained in non-technical terms aimed at clarifying problems which UHF presents for perspective station owner. Booklet deals with difference between UHF and VHF, and cost and installation of the former.

WALTER P. CHRYSLER Jr. and **LEONARD SILLMAN** announce formation of Entertainment Management Corp., 33 West 42nd St., N. Y. Firm will manage and represent artists in all entertainment fields.

J. T. McALLISTER, manager of factory service, RCA Hollywood, to Hoffman Radio Corp., L. A., in similar capacity.

Mr. McAllister

VINCENT COLBERT, Western Litho Co., S. F., appointed sales promotion manager for radio, television and traffic appliances, General Electric Supply Corp., S. F.

DR. WINSTON E. KOCK, head of acoustics division, Bell Telephone Labs, Murray Hill, N. J., to receive honorary degree of Doctor of Science from U. of Cincinnati at June 6 commencement.

W. S. HARTFORD, vice president in charge of sales, Webster-Chicago Corp., Chicago, retires May 15 after 25 years in electronics field.

LEE ORGEL, former manager of radio-TV department, Nardella, Collins & Co., N. Y., named head of new West Coast office of Sterling Television Co., producers and distributors. Headquarters are located in Hollywood.

ADELE HAGER, WHVR Ann Arbor, Mich., to Broadcast Productions Inc., Detroit, as account executive.

Miss Hager

RICHARD ROBBINS, Television Film Productions, Columbus, appointed film correspondent for state of Ohio by Associated Press serving Spot News Productions.

FRANK J. DIELI, chief engineer of Garod Radio Corp., N. Y., named vice president and chief engineer of Majestic Radio & Television, division of Wilcox-Gay Corp., Brooklyn.

Equipment . . .

RCA, Camden, N. J., announces production of new portable radio, Model 2B400, designed to use newly developed RCA long-life batteries providing power for 10 times more playing time than present batteries. Unit also features automatic volume control to eliminate alternate fading and blasting. Radio plays instantly with no warm up necessary.

SIMPSON ELECTRIC Co., Chicago, announces engineering changes in Model 381 Capacity Bridge making unit more compact and useable. Push button arrangement has been perfected to obtain desired range. Bridge arm must be adjusted for maximum meter deflection. Capacity can then be read on the scale.

Technical . . .

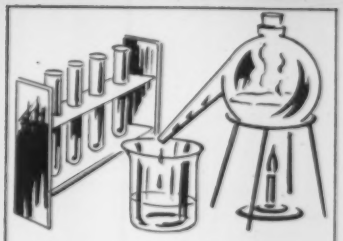
JOHN ROGERS, engineering staff, WNBW (TV) Washington, appointed chief engineer at that station and WRC-AM-FM Washington.

JAMES L. PRESTON, chief engineer, KCHI Chillicothe, Mo., to engineering staff, KRVN Lexington, Ky.

JOHN McLEOD, engineer, KFI Los Angeles, recuperating from appendectomy.

AP Radio Style

ASSOCIATED PRESS last week issued a 25-page booklet entitled, "AP Radio News Style Book." The booklet was written by Andrew C. Lang, day supervisor, AP Radio News Report. In a brief foreword, John A. Aspinwall, AP radio news editor, comments that the book "is designed primarily as a guide to the special requirements of processing copy for the AP radio news wire." The booklet was distributed to 100 domestic AP bureaus and to the 1,175 member AP radio and television stations.



And the final test is cost per 1000!
You'll find KWK's LOW—low cost per thousand radio homes delivered makes...
KWK the radio buy in St. Louis!
Your Katz man has the facts based on Pulse reports!

Globe-Democrat Tower Bldg.
Saint Louis

KWK

Representative
The KATZ AGENCY

What a Buy!

NBC
PROGRAMS
For "Minutes" & Chain Breaks
IN
YOUNGSTOWN, O.
5000
WATTS
Serving America's 34th Market
WFMJ
REPRESENTATIVES
Headley-Reed Co.

GATES QUINCY, ILLINOIS
Your ONE SOURCE Supply for ALL Broadcasting Equipment NEEDS
THESE OFFICES TO SERVE YOU
QUINCY, ILL. . . . . TEL. 8202
HOUSTON, TEXAS . . . . . TEL. ATWOOD 8536
WASHINGTON, D. C. . . . TEL. METROPOLITAN 0522
MONTREAL, QUE. . . . . TEL. ATLANTIC 9441
NEW YORK CITY . . . . . TEL. MURRAY HILL 9-0200

Hyde Renominated

(Continued from page 27)

section handling applications for new facilities and assisted in a probe of network broadcasting.

Beginning his international broadcast activity, which later was to place him in a position as top expert at FCC, Comr. Hyde was a member of the U. S. delegation to the Third Inter-American Tele-Communications Conference in Rio de Janeiro in 1945 when he was still General Counsel.

In 1947, he made a flying trip to Havana and Mexico City on NARBA, attempting to work out new uniform standards of potential interference for standard broadcast stations. He was active in the same year during argument before FCC on the clear channel question.

Two years later, Comr. Hyde was chief of the U. S. delegation at the Third NARBA conference in Montreal and again at a similar conference in 1950 in Washington.

Lineup of FCC members is three Democrats, three Republicans and one Independent. Other Republicans, aside from Vice Chairman Hyde, are Comrs. Robert F. Jones and George E. Sterling. Democrats are Chairman Paul A. Walker, Comrs. Frieda B. Hennock and Robert T. Bartley (appointed this year to vacancy caused by resignation of ex-Chairman Wayne Coy). Comr. Edward M. Webster is the Independent.

Mr. Dick Grahl
Wm. Esty & Co.
New York City

Dere Dick:

Th' largust Chevrolay deeler in th' state jist up an' bot hisself ads in two Sunday papers to tell people to lissen to his spot announcements on WCHS with 5000 at 580 He sez he haz th' Chevvy, th' biggest sellin' car in America, and thet WCHS haz more listeners in th' state than any other stashun. Since he haz bin in biznes more than 30 yrs, th' people must hev given him th' 30-yr. test jist like you tell them to give Camels th' 30-day test with yore spots on WCHS and yore Bob Hawk show which we hev.

Yrs.
Algy

WCHS
Charleston, W. Va.

EXPANSION plans for Edward Lamb Enterprises Inc. were discussed in connection with opening of Mr. Lamb's New York headquarters at the Hotel Barclay. Conferring on advertising budget and other facets of his radio-TV-newspaper properties are (l to r): Bernard H. Pelzer Jr., manager of New York office and national sales manager of Lamb Enterprises; Edward Lamb, radio-TV station owner and newspaper publisher, and Carl F. Hallberg, general manager of WHOO-AM-FM Orlando, Fla. Station managers and newspaper executives convened in Erie, Pa., and accompanied Mr. Lamb to New York for opening of new offices (Suite 250-251) at 111 E. 48th St. Lamb properties include WICU (TV) Erie and the *Erie Dispatch*; WTVN (TV) Columbus, Ohio; WTOD WTRT (FM) Toledo, and WHOO-AM-FM. Office opened late last month.

BALANCED FARMING DAY

WIBW-Instigated Project Gathers Momentum

INTEREST is mounting throughout Kansas in a Smith County farm project instigated by WIBW Topeka, Kan.

The project, entitled Balanced Farming Day, is designed to illustrate improvements which would mean better living for farmers. Activities of Balanced Farming Day will center on a farm near Lebanon, Kan., Aug. 7.

WIBW says that the project will fill "a dire need for dramatization of balanced farming and family living in North Central Kansas."

Alan Young, WIBW promotion manager, announced that the station has scheduled a concentrated build-up campaign. WIBW will air remotes from the project site on Balanced Farming Day.

Cooperating in the project are county, district, state, regional and national soil conservation officials. Kansas State College is helping. And, of course, so is the WIBW farm department.

How will Balanced Farming Day be financed? WIBW emphasized that no cash donations will be solicited. Each agency, organization and business association will contribute time, energy, equipment and facilities, the station added. Several organizations have volunteered to assist with the feeding of workers.

In turn, each business firm and agency will be provided with adequate opportunity to exhibit and demonstrate whatever it uses on Balanced Farming Day.

One project official explained, "We propose to install a complete soil conservation program on the farm in one day. We propose to start a soil building program on the farm which should, if continued, return the farm to its former position of providing a comfortable living for one family.

"We propose to relocate, construct, repair, modernize and paint several of the farmstead buildings," the official added. "We propose also to mend fences and corrals, landscape the property and to modernize the house."

N.Y. AD WOMEN

Miller Named President

NEW OFFICERS of the Advertising Women of New York will be formally installed during the club's 40th anniversary dinner tomorrow (Tuesday) at New York's Hotel Martinique.

Nadine Miller, director of press and public relations for C. E. Hooper Inc., succeeds Helen Berg, vice president and director of her Majesty Underwear Co., as organization president, with Miss Berg continuing to serve as ex-officio board member.

Other officers elected for the new term include:

Ruth M. Volckmann, New York manager of Sawyer-Ferguson-Walker Co., newspaper representatives, first vice president; Harriet Raymond, Plastic advertising manager, Celanese Corp. of America, second vice president; Mary Heeren, assistant to president of Douglas Leigh Inc., treasurer; Hortense Fillion, public relations consultant, assistant treasurer; Hulda Kloenne, director of education, Paper Cup & Container Institute, corresponding secretary, and Marjorie Reiners, *Printers' Ink*, recording secretary.

Newly elected members of board of directors are Beverly Brice, promotion assistant, *Life* magazine; Antoinette M. Casey, assistant director of advertising and sales promotion, Frankfort Distillers Corp.; Rita Otway, executive secretary of Publicity Club of New York, and Virginia G. Smith of the importing firm bearing her name. Continuing as board members are Catherine Owens, Hearst advertising service; Emma Weinstein, associate advertising manager of *Forbes* magazine, and Barbara Wells, WOR-AM-TV New York commentator.

FM'S PULL

Zenith Tests Repo

FM ADVERTISING by Zenith dio Corp. produced inquiries ing an overall cost 55% below radio in a recent nationwide announcement campaign for ing aids, according to Ted Le Zenith public relations directo

Speaking last Tuesday in B ingham, Ala., Mr. Leitzell sa some areas FM outpulled AM substantial margin, with AM ing in others, but the cost pe quiry was lower for FM. There other areas where AM outp FM and had a lower cost.

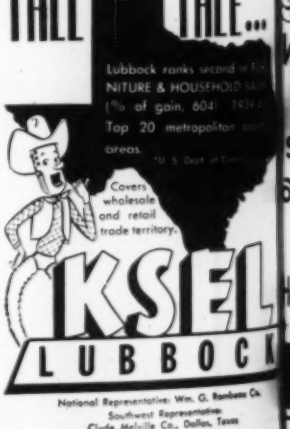
Duplicate transcriptions prepared for the AM and FM nouncements, identical excep post office box numbers. Some only stations were used and tions normally duplicating their and FM were asked to sepa their facilities and run indiv keyed announcements for each dium.

Since this separation could be obtained in some cases, Ze was able to make valid compar in limited areas, Mr. Leitzell "Full theoretical coverage wa cured on both FM and AM rately in only one state, N Carolina," he explained. "Here pulled five times the number quiries obtained from AM, and per inquiry of FM was only seventeenth of the AM cost.

"In the state of Michigan, coverage of AM was obtained FM coverage included just the of Grand Rapids and Detroit. spite of this, FM outpulled AM to one, while AM's cost per inq ran eight times greater than F In West Virginia only partial erage on FM was secured. Ret from this state were almost tical for FM and AM, but the quiry cost for AM was almost t that for FM."

FM cost was lower in Wisco Alabama and Ohio FM equalled bettered AM's cost per inquiry, Leitzell said. In Washington, D FM and AM announcements separated, numerical returns h almost identical but FM's cost inquiry was only half that of

TALL TALE...



KSEL
LUBBOCK

National Representative: Wm. G. Rambeau Co.
Southwest Representative: Clyde Melville Co., Dallas, Texas

BS-IBEW AGREE

Contract from May 1

REEMENT was reached last
k between CBS and Interna-
al Brotherhood of Electrical
rkers (AFL) for renegotiation
contract covering all AM-TV
nical workers in network-
ed stations.

revious contract had expired
y 28, 1951, but renegotiation
halted until IBEW's status as
gaining agent—challenged by
tional Assn. of Broadcast Engi-
rs & Technicians (CIO)—was
ified by workers' vote held a
weeks ago.

greement raises salaries from
5 in major centers and $130 in
or centers to $147.50 in all cen-
, as top in four-year escalator
se, which previously had been
five years. A 10% salary dif-
ential was granted midnight-
a.m. workers, extra vacation
wances were given, and other
eral improvements in working
ditions were agreed upon. Con-
t, still to be signed, is to be
ctive for two years from date of
ing, which will probably be
blished as of May 1. Subject
Wage Stabilization Board ap-
val, increases will probably be
retroactive.

SUITS NAMED

Joins Electronics Panel

C. GUY SUITS, vice president
research director of General
ctric Co., Schenectady, N. Y.,
been named to the Electronics
mittee of the Defense Dept's
earch and Development Board.
r. Suits will serve as a civilian
mber of the committee that al-
y includes D. A. Quarles, West-
Electric Co. and Sandia Corp.,
is chairman; Dr. E. W. Eng-
m, research director, RCA
s., and Dr. William L. Everitt,
n of engineering, U. of Illinois.
hree representatives from each
the military services round out
mbership of the group, which
set up to conduct research on
tary applications of electronics.
Suits also is a member of the
d's Special Technical Advisory
p and Joint Chiefs of Staff.

O'Hara Bill Would Offer Libel Guard

(Continued from page 25)

the Communications Act—Sec. 315.

Because of the relation, it is entirely in legislative setting for an amendment to be proposed to the McFarland bill when it comes up on the floor soon.

This would bypass an important glut in the legislative mill—committee hearings in both House and Senate, committee reports, and passage by both houses.

Thus, in one broad sweep the political broadcast question could ride through both houses on the coat tails of the McFarland bill which in all likelihood is headed for joint Senate-House conference.

It is acknowledged that at least two House members see the solution in this direction and reportedly are ready to introduce the Horan bill as an amendment.

Alternative to this broad plan is to take the slower, albeit more thorough, method of committee hearings and eventual passage.

Since the McFarland bill's fate in the House is the key to the progress made, backers of the Horan measure will wait to see what happens. If no amendment is forthcoming, they will turn their fire on Chairman Crosser, who already has indicated he recognizes the broadcaster's problem of political liability.

Other Committee Studying

Another committee in recent weeks has recognized the problem. This is the Senate Committee on Government Operations, a subcommittee of which has heard testimony on not only the broadcaster's dilemma on libel but also the entire picture of campaign expenditures [B•T, April 28].

Should the House clear the Horan bill as an entity separate from the McFarland bill, the Senate Interstate & Foreign Commerce Committee probably would hold hearings. However, the understanding in the upper chamber is that the bill would have little trouble getting out of Senate committee.

This also brightens the picture should the Horan bill be combined with the multi-faceted McFarland legislation. Either Sens. Ernest W. McFarland (D-Ariz.) or Ed C. Johnson (D-Col.), of the Senate Commerce Committee, and perhaps both, are destined to be conferees on the McFarland bill.

Consensus is they would be inclined favorably toward the bill, which is designed to clarify the political broadcast section.

While the O'Hara bill looked promising as a starter in broadcast circles, certain Capitol Hill authorities privately expressed doubt late Thursday as to the reception it will get from legislators themselves.

As one spokesman expressed it: Will the Congress go along with the apparent theory in the bill that the broadcaster should have the authority over political broadcasts that he enjoys over other types of programming?

In the now famous *Felix v. Westinghouse* case in 1949, the U. S. Court of Appeals ruled in effect that broadcasters can censor spokesmen who speak in behalf of a candidate [B•T, March 20, 1950].

As it appears to those who have given the O'Hara bill a first study, the legislation, if enacted, would extend this to candidates, themselves.

DEFENSE ADVISORY GROUP

Suggestions Being Adopted

RECOMMENDATIONS of a special committee, designed to spread electronics defense orders around small plants, are being adopted by the Air Force and Small Defense Plants Adm., Glen McDaniel, president of Radio-Television Mfrs. Assn., told a Senate subcommittee Thursday.

Mr. McDaniel testified at a hearing before the Senate Small Business Subcommittee on Mobilization and Procurement, headed by Sen. Blair Moody (D-Mich.). Last year Mr. McDaniel was secretary of a special committee that conducted a small business survey for the Air Force.

Half of the 34 recommendations in the special committee's report have already been put into effect by the Air Force, Mr. McDaniel testified. The others have been passed on to Small Defense Plants Adm.

WIP Music Awards

WIP Philadelphia announced winners in its first annual Showmanship Awards contest last week. Listeners voted for favorites in three categories: band leader, male vocalist and female vocalist. Stan Kenton won the band leader poll, with Billy May and Les Brown runners-up. Buddy Greco led the male vocalists, beating out Eddie Fisher and Johnny Ray, and top spot among the girl singers went to Patti Page, followed by June Christy and Doris Day.

Everywhere You Go . . .

RADIO AMATEUR show by inmates of the big Prince Albert Provincial Penitentiary at Prince Albert, Sask., was held under auspices of 40 members of the local branch of the Associated Canadian Travelers and four members of CKBI there. It is believed to be the first such entertainment program to be broadcast publicly from any Canadian penal institution. Some 27 prisoners took part with listeners' contributions aiding the campaign against tuberculosis. Typical introduction: "Here's Nitro Jake to sing you a song of the West." Prisoners not taking part heard the program on the public address system.

WCCM Moves

WCCM Lawrence, Mass., has moved to new headquarters at 278 Essex St., Lawrence, where the station occupies space including a large auditorium for audience participation programs, two smaller studios, a music library and general sales and executive offices. George H. Jaspert, WCCM president, said the transfer to larger quarters "manifests tangible faith in the future of Greater Lawrence and the Merrimack Valley community."

When a Robin Starts to Crow

. . . that's news! But then any wise bird will tell you that KFYR—located in the heart of the rich Midwest farm belt—is a PLUS value buy. Last year's cash farm income in North Dakota averaged over $10,000 per farm family. KFYR, on your media list, mean increased sale in this rich, rural market.

KFYR
BISMARCK, N. DAK.
5000 WATTS-N.B.C. AFFILIATE
Rep. by John Blair

DAY AND NIGHT
WHIZ has the HIGHEST* share of radio audience of all NBC Hooper rated stations
*NOVEMBER, 1951-HOOPER
WHIZ
Morning- 76.5
Afternoon 69.7
Evening- 79.7
ZANESVILLE, OHIO

programs promotion premiums

TWENTY-EIGHT year calendar is being mailed to agencies, clients and the trade by WMAQ Chicago, NBC's m & o outlet which is marking its 30th anniversary celebration. The plastic calendar is printed on a wallet-size card with a revolving wheel. An accompanying memo from Harry C. Kopf, vice president and manager of WMAQ and WNBQ (TV), reminded recipients of the station's anniversary and that the calendar was "guaranteed to keep you up-to-date for at least the next quarter-century."

ON ITS OWN HOOK

REMOTE eyewitness account of the atomic explosion at Yucca Flat, Nev., was broadcast by KSUB Cedar City, Utah, from a plane at 10,000 feet by Art Higbee, manager, and Frank Barreca, news editor, who were being piloted by Royce Knight, local airport manager, toward the scene of the tests when the blast took place. The 1 kw Cedar City CBS affiliate, 140 miles from Yucca Flat, believes it "scooped" all radio stations.

KTUL AIRS COMPLAINTS

NEW show on KTUL Tulsa, *Speak Up Tulsa*, invites listeners to phone in pet peeves for broadcast on the program. Broadcast's success prompted station to allot one hour for its presentation rather than the half hour originally used. Guests appear on the program and attempt to answer questions asked by callers.

STUDENTS TAKE OVER

STUDENTS from Rutgers U. and WRSU, the campus station, New Brunswick, N. J., took over operation of WCTC there last Wednesday. This is the second year the commercial outlet has observed WRSU day. So successful was the initial operation last year that WCTC hired three students as regular staff announcers and a fourth as a remote engineer.

CONSERVATION WEEK

PROGRAM marking WCCO Minneapolis-St. Paul's annual contribution to "Conservation Week" was broadcast last week by Larry Haeg, station farm service director. Seven of the state's top conservationists were his guests on the program. Discussion centered around goods and services provided by the forest products industry "and as a result of keeping Minnesota green, the tourist trade brings in another $200 million" for the state yearly.

TWO YEAR CALENDAR

SIMPLIFIED slide calendar for computing final broadcast dates or talent contract is now being distributed by S. W. Caldwell Ltd., Toronto, transcription distributor. The calendar is calculated on a two year basis from June 1951 to June 1953, and has a pull tab for reckoning 13 week intervals.

RELIGIOUS PROGRAMMING

NEW approach to religious programming has been inaugurated at WHIM Providence. Daily series of 5 minute programs, *What My Religion Means to Me*, features statements from lay people in the community. Listeners of all faiths have been contacted and have recorded their religious philosophies for broadcast on WHIM.

COMBAT TV SHOW

CURRENT WTOP-TV Washington thriller is *The Blue Badge*, Army-produced documentary program showing combat divisions in action during World War II, from 1-1:30 p.m. Sundays in a 13-week series. Lt. Carl Bruton, radio-TV officer for the Military District of Washington, is writer-producer and Col. William Quinn, infantry expert, follows up with comments and demonstrations.

WMAL GUESSING SHOW

GUESSING game show, *You're Hearing Things*, conducted by Bill Malone and Joe Campbell, will be heard from 11:15-30 a.m. Monday through Friday over WMAL-AM-FM Washington, with prizes to be awarded listeners who identify the sounds they hear on the air. Show begun May 5.

LOCATION PLUGS

MOVE to fix WABD (TV) New York's location firmly in the minds of its viewers was begun fortnight ago with a new policy of musical station breaks. Few bars from one of three tunes, "In Old New York," "East Side, West Side," or "Manhattan," are played as background for announcement concerning station's location.

TV HOME DECORATION

DEMONSTRATIONS of new fashions and ideas in home decorating comprise format of new show, *Decorators' Workshop*, telecast daily on WPIX (TV) New York. Grace King, decorator and consultant, will conduct the program which is being sponsored by Sealy Mattress Co. Guest appearances will be made by leading home decorators.

AD STRESSES COVERAGE

SIZABLE ad appeared in Moline, Ill. *Daily Dispatch* giving a resume of flood coverage provided by WHBF Rock Island for its listeners. Pictures of staffers at work during the recent tragedy and accompanying captions were featured in the ad which concluded "all this is how and why WHBF brings you complete, accurate, up-to-the-minute, on-the-scene flood coverage."

PHILADELPHIA STORY

WIP Philadelphia found a silver lining in clouds which hung over the Eastern seaboard in the last days of April. Advertising in daily newspapers, WIP told readers that they could "hear the first news of the sun's arrival by listening to WIP." When the sun finally shone, the station told listeners: "We interrupt this program to bring you a special news bulletin from the WIP news room. The sun has just been seen in Philadelphia; proof that Old Sol is still in the sky. . . ."

TV REQUESTS GRANTED

PROGRAM series, *Request-a-Tune* sponsored by Norman Mitchell, appliance dealer, and Hotpoint, has begun at WAAM (TV) Baltimore. Show enables viewers to write in requests, five of which will be performed by participants on the weekly show. Persons who make the selections will appear on the show to explain their choice.

WWRL MARATHON

SIXTEEN hour marathon was held last week by WWRL Woodside, N. Y., on behalf of a city-wide appeal for the St. Charles School and Community Center Fund, project for the children of Harlem. Show, supervised by Fred Barr, ran 9 a.m. Tuesday to 1 a.m. Wednesday.

BRITAIN SCIENCE

THE *Johns Hopkins Science Review*, presented over the DuMont Television Network Monday 8:30 p.m. for three successive weeks beginning May 12 will show the scopes of scientific advance Great Britain. Program claims be the first to be invited to present a TV show in a foreign country.

WNAX SCHOLARSHIPS

FOURTEEN students from colleges in the Midwest who successfully completed freshman year requirements and who indicated an interest in majoring agriculture and related fields home economics have been granted scholarships by WNAX Yankton Sioux City, S. D. Each grant is $300. This is the tenth year station has made such a presentation.

MOTHER'S DAY CONTEST

MOTHER of the largest family Angelina County was scheduled be presented with prizes by KTRE Lufkin, Tex., and some of the city's business firms. test to determine the biggest fa was conducted on *Q. P. Coffee* daily show on KTRE. Special gram honoring the winner planned for last Saturday.

RECIPE OFFER RESULTS

MAIL map is being distributed the trade by KSL Salt Lake showing the station received response from 138 counties eleven Western states, from other states and Canada on recent Brigham Young U. basketball series sponsored by Utah-Idaho Sugar Co. Offer on the series for cookie and candy recipe book

STAY-AT-HOME VACATION

DAILY program outlining "stay age" vacations in New England its listeners, has been launched WORC Worcester, Mass. S promote a spend-your-vacation home theme. Information on creation spots in the six New land states was secured tourist boards for broadcast WORC.

Why not?
LET LOIS DO IT

Yes, "sales appeal" describes the impact of Lois Kibbe's "Woman's Club of the Air" (3 p.m., Mon.-Fri.) on her wide audience of women. Her comments range from home furnishings to the latest movie. Be among the alert advertisers who let Lois Kibbe sell their products in the southwest.

CBS RADIO NETWORK IN EL PASO
KROD
600 KC 5,000 WATTS
RODERICK BROADCASTING Corp.
DORRANCE D. RODERICK
Chairman of the Board
VAL LAWRENCE
President and Gen. Mgr.
REPRESENTED NATIONALLY BY THE O. L. TAYLOR COMPANY

WDUZ
ABC NETWORK
in GREEN BAY, W

BLATZ AND SCHLITZ COMPETE. BUT THEY INSIST ON WDUZ COVERAGE IN GREEN BAY.

BEN A. LAIRD, PRES
CALL JOHN E. PEARSON

TC APPEAL

Philip Morris Hearing Set

PPEAL by Philip Morris & Co., w York (cigarettes), from pre-inary findings of a trial ex-iner was set last week by the ederal Trade Commission for aring in Washington, D. C., ne 3.

The initial decision, earlier this ar by Examiner Earl J. Kolb, allenged nine advertising claims "false and deceptive." The firm omptly announced that it would peal [B•T, Feb. 11].

The tobacco company held in its buttal that the decision was not bstantiated by evidence and that verse testimony was subsidized competing tobacco firms. The al examiner directed Philip rris to cease and desist from vertising "certain scientific tements" in broadcast and pub-hed continuities.

The complaint had cited a claim t Philip Morris cigarettes are on-irritating or less irritating an other brands." Company noted at it had offered results of thou-nds of experiments conducted by ted scientists.

BS Hollywood Wages

RTHER wage increase demands CBS Hollywood and Office Em-oyes International Union (AFL) ll be arbitrated shortly by a board mposed of Tony O'Rourke, former ad of Society of Independent Mo-n Picture Producers Assn.; Deane nson of O'Melveny & Myers, s Angeles legal firm, and Max ug, OEIU business representa-e. On March 24, OEIU accepted CBS offer of 15% weekly wage rease for 175 office workers in classifications, retaining right arbitrate further.

AM WEVD FM

4 Reasons Why

The foremost national and local advertisers use WEVD year after year to reach the vast

Jewish Market of Metropolitan New York

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of "WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director
WEVD 117-119 West 46th St., New York 19

New Business

(Continued from page 18)

Co., Valhalla Memorial Park), reappoints Philip J. Meany Co., that city.

U. S. BREWING Co., Chicago, names Abbott Kimball Co., same city. **GEORGE ENZINGER** is account executive.

ST. LOUIS FEDERAL SAVINGS & LOAN Assn., St. Louis, appoints Olian Adv., that city. Radio and TV will be used.

WARREN FOR PRESIDENT COMMITTEE appoints Yambert-Prochnow Inc., Beverly Hills, to handle primary election campaign. TV being used includes two quarter-hours, May 26 and May 29, on KECA-TV Hollywood and KGO-TV San Francisco.

Adpeople . . .

JOHN M. ROYAL, formerly with Don Chemical Co.'s advertising staff, and **JOHN K. LEE**, former Gates Rubber Co. advertising production manager, to Assn. of National Advertisers as secretary to industrial advertising and films steering committees and secretary of radio-TV and display steering committees respectively.

IRVIN W. HOFF, assistant advertising manager, Colgate-Palmolive-Peet Co., appointed advertising manager, effective immediately.

1900 George W. Johnson 1952

GEORGE W. JOHNSON, who was manager of KTSA-AM-FM San Antonio, Tex., from 1937 until 1949, died April 25. He was 52.

Mr. Johnson had retired from radio to his ranch property near San Antonio. He died at his home on Route 8, on the outskirts of the city. Funeral and burial services were held in the Presbyterian Church in the nearby town of Giddings, his birthplace.

He is survived by his mother, Mrs. Laura Johnson, of Cameron, Tex., and by four sisters. Mr. Johnson's sisters were listed as Mrs. W. Bowers Jr. of Beaumont; Mrs. T. L. Denson of Cameron; Mrs. W. S. Brown of Cleburne, Tex., and Mrs. Dorothy Muckleroy of San Antonio.

RADIO FACT BOOKLET

Survey Prepared by ARB

SIGNIFICANT facts about radio listening are presented in a 12-page booklet of that title published by NBC covering the highlights of a survey by American Research Bureau and jointly sponsored by the CBS and NBC radio networks on the distribution and use of radio receivers.

Facts such as the one that TV homes have more radios in working order than "radio only" homes, that over half of all radio listening is done outside the living room and that people spend more time with radio than with television, newspapers and magazines combined, are presented. Survey results were reported in detail earlier [B•T, Dec. 3, 1951].

ARMED Forces Radio Service, Hollywood, has started new radio program, *Jubilee*, musical variety show featuring recording artists requested by members of Armed Forces. It is broadcast live from Hollywood with Will Scott producing from scripts by Peter Brooke.

SETS TO VIETNAM

Aid MSA Anti-Red Drive

RADIO will be heard for the first time by 200,000 persons in the Indo-Chinese state of Vietnam with the current distribution of 400 community listening sets by Mutual Security Agency's Special Technical and Economic Mission (STEM).

Dr. Clarence R. Decker, assistant MSA director for the Far East, said the gasoline generator-powered sets plus a MSA $75,000 improvement program for Vietnamese broadcasting facilities, would renovate the state's broadcasting system for MSA programs featuring American aid and would help programming technique in the state's anti-Communist campaign.

AFRS Training

ALL phases of radio and TV are offered men 18 to 34 by Army Reserve Unit, Armed Forces Radio Service, in an enlistment campaign now under way. On-the-job training in writing, directing, announcing, newscasting and radio engineering will be given, according to Maj. David Bramson, commanding officer. AFRS headquarters are at 7201 Santa Monica Blvd., Los Angeles.

BUILDING FUND

WTHI Puts Drive Over Top

WTHI Terre Haute, Ind., helped teach members of its community a "lesson in brotherhood" by carrying to success a building-fund drive for two hospitals serving all faiths.

Local residents, to increase the number of beds in St. Anthony and Union Hospitals, needed community funds to match those supplied by the federal government. Shy of the goal fixed for contributions some six weeks before the deadline, the group was "bailed out" by WTHI, which donated two five-minute shows daily. The series featured local residents, civic and business officials outlining the need for more hospital space.

Listeners sent up to $500, passing the needed sum and enabling ground to be broken. For the luncheon ceremonies preceding the joint ground-breaking, WTHI personnel broadcast speeches of the governor, a congresswoman and representatives of various medical associations. That evening, staffers joined with those at WTTV (TV) Bloomington for a telecast. The United Hospital Campaign story was picked up by *News of America* on CBS, with Bob Kimbro of WTHI feeding the story to the network.

PROPERTIES OF Crown Corporations, including Canadian Broadcasting Corp., are now subject to municipal taxes on property occupied and owned by the corporations. A ruling to this effect has been obainde by Toronto's Mayor Allan A. Lamport from Canadian Finance Minister Douglas Abbott. CBS property at Toronto will bring about $15,000 in city taxes.

for OMAHA plus USE

590 KC

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Established 1923

NBC

OVER 28 Years of Service

A MEREDITH STATION

Room 280 • Insurance Building • Omaha

JOHN BLAIR & CO., REPRESENTATIVES

May 2 Applications . . .

ACCEPTED FOR FILING

AM—1150 kc

WCUE Akron, Ohio—Requests CP to change hours of operation from D to unl. with 1 kw D, 500 w N, DA-DN.

License for CP

WTJH East Point, Ga.—Requests license for CP, as mod., which authorized power increase, change studio location, etc.

CP for CP

KSCY Searcy, Ark.—Requests CP to replace expired CP, which authorized new AM station on 1450 kc with 250 w, unl., contingent on KXIR changing facilities.

Extend Completion Date

WRSW Warsaw, Ind.—Requests mod. CP, as mod., which authorized new AM station, for extension of completion date.

KLOK San Jose, Calif.—Requests mod. CP, which authorized change in operating hours, new DA-N and trans. location, for extension of completion date.

WKBZ Muskegon, Mich.—Requests mod. CP, as mod., which authorized power increase, etc., for extension of completion date.

WORZ-FM Orlando, Fla.—Requests mod. CP, which reinstated expired CP, authorizing new FM station, for extension of completion date from April 30 to June 30.

License Renewal

WCMA Corinth, Miss.—Requests renewal of license.

TENDERED FOR FILING

AM—1330 kc

KWPM West Plains, Mo.—Requests CP to change frequency from 1450 kc to 1330 kc, increase power from 250 w unl. to 1 kw D, 500 w N and install new DA-N.

AM—920 kc

KFNF Shenandoah, Iowa—Requests mod. CP to change operating hours from share time with KUSD to unl.

APPLICATIONS RETURNED

Note: For list of TV applications returned, see page 73.

WMOU Berlin, N. H.—RETURNED request for CP to change trans. location, etc.

FOR FINEST TAPE RECORDING

WFAI

Fayetteville, N. C.

USES

Magnecorder

—FIRST CHOICE OF ENGINEERS!

Only Magnecorder offers all the flexibility, high fidelity and features you require—at a price you want to pay!

FITS EVERY PURPOSE—EVERY PURSE!

PORTABLE — LIGHTWEIGHT Recorder in one case — Amplifier in the other. Easy handling — compact!

QUICKLY RACK MOUNTED Units can be combined for studio operation of portable equipment.

CONSOLE OR CONSOLETTE Operation available by combining units in rich Magnecorder cabinets.

For new catalog — write:

Magnecord, INC.

Magnecord, Inc. 360 N. Michigan Ave., Chicago 1, Ill.

FCC actions

MAY 2 THROUGH MAY 8

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours

STA-special temporary authorization CG-conditional grant

SSA-special service authorization

Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 103.

WBIB New Haven, Conn.—RETURNED request for voluntary relinquishment of control from The Church Court Co. to Samuel Botwinik, Louis Botwinik, Meyer J. Botwinik, Norman I. Botwinik and William Horowitz.

May 5 Decisions . . .

ACTIONS ON MOTIONS

By Chmn. Paul A. Walker

Chief, FCC Broadcast Bureau — Granted petition to correct transcript of oral argument in proceeding re applications of Tribune Publishing Company, Tacoma, Wash., and KBRO Bremerton, Wash., to indicate that KTNT Tacoma, Wash., is still engaged in transit radio.

By Comr. Edward M. Webster

KTBS Shreveport, La.—Granted petition for dismissal without prejudice of its application for mod. CP.

WIVY Jacksonville, Fla.—Granted petition for dismissal without prejudice of its application.

WEDR Fairfield, Ala.—Granted petition for dismissal without prejudice of its application.

Charles D. McNamee and Frances Frierson McNamee, New Orleans, La.—Granted request for dismissal of their application for CP for new AM station.

WVOW Logan, W. Va.—Granted petition of WVOW for dismissal without prejudice of its application.

KJEF Jennings, La.—On Commission's own motion, application of Jennings Broadcasting Co. removed from hearing docket. Dismissed as moot petition and amended petition of KJEF for severance.

May 6 Decisions . . .

By FCC BROADCAST BUREAU

Granted License

KCLV Clovis, N. Mex.—Granted license for new AM station: 1240 kc, 250 w, unl.

WKRG Mobile, Ala.—Granted license covering increase in nighttime power: 710 kc, 1 kw-LS, 500 w-N, DA-N, unl.; cond.

Extend Completion Date

WHBS Huntsville, Ala.—Granted mod. of CP for extension of commencement and completion dates to 2 months and 6 months, respectively; cond.

KFYO Lubbock, Texas—Granted mod. CP to extend commencement and completion dates 2 and 6 months respectively; cond.

WJJL Niagara Falls, N. Y.—Granted mod. CP for extension of completion date to 10-30-52.

WINZ Hollywood-Miami, Fla.—Granted mod. CP for extension of completion date to 8-1-52; cond.

KJNO Juneau, Alaska—Granted mod. CP for extension of completion date to 7-15-52.

KLOK San Jose, Calif.—Granted mod. CP for extension of completion date to 7-31-52; cond.

KISS San Antonio, Tex.—Granted extension of completion date to 7-1-52.

WRBI Blue Island, Ill.—Granted extension of completion date to 7-25-52.

WORZ-FM Orlando, Fla.—Granted extension of completion date to 6-30-62.

May 6 Applications . . .

ACCEPTED FOR FILING

To Change Location

WSID Essex, Md.—Requests mod. license to change station location from Essex, Md., and maintain additional main studio at 109 W. Baltimore St., Baltimore, Md.

Site Approval

KBRZ Freeport, Tex.—Requests mod. CP, which authorized new AM station, for approval of trans. location on State Route No. 523, two miles north of Freeport, Tex.

Extend Completion Date

WDMJ Marquette, Mich.—Requests mod. CP, as mod., which authorized frequency change, power increase and change trans. location, for extension of completion date.

License Renewal

Following stations request renewal of license:

KALB Alexandria, La.; KSMU-FM Dallas, Tex.; WNBF-TV Binghamton, N. Y.; WOR-TV New York, and WBUF-TV Buffalo, N. Y.

May 7 Decisions . . .

By COMMISSION EN BANC

Granted Frequency Change

WKVM San Juan, P. R., and WGY Schenectady, N. Y.—By memorandum opinion and order, denied motion of WGY requesting that WKVM's application to change frequency from 1150 to 810 kc be denied; further ordered, that application of WKVM for change in frequency to 810 kc with 25 kw, D, be granted; engineering conditions, including acceptance by WKVM of interference which would result from operation of WDAE Tampa, Fla., as presently proposed in its application for modification of operation of WKVM as presently proposed.

To Remain Silent

WWXL Peoria, Ill.—Granted authority to remain silent additional time from April 15, 1952.

To Increase MEOV

WHIO Dayton, Ohio, and WVOW Logan, W. Va.—By memorandum opinion and order, denied petition of WVOW to have application of WVOW designated for hearing; and said application of WVOW for mod. CP to increase max. expected operating value of radiation granted; cond. (WVOW was granted CP for new AM station on 1340 kc, 5 kw-LS, 1 kw, DA-2, unl. on June 15, 1949.)

Granted Application

WEVA-FM Emporia, Va.—Granted application for reinstatement of expired CP for FM station.

May 7 Applications . . .

ACCEPTED FOR FILING

AM—920 kc

KFNF Shenandoah, Iowa—Requests mod. license to change operating hours from share time KUSD to unl.

AM—1600

WJEL Springfield, Ohio—Filed petition to reinstate application which requests CP to increase power from 250 w to 1 kw LS, 500 w N, DA-DN, change operating hours from daytime to unl. and change main trans. and studio locations.

To Decrease ERP

KSD-TV St. Louis, Mo.—Requests mod. to decrease CP from 16 kw vis. to 5 kw vis., changing ant. height above average terrain to 552 ft.

License for CP

KG2XDU Emporium, Pa.—Requests license for CP which authorized new experimental TV station.

WARL Arlington, Va.—Requests license for CP, which authorized changes in trans. and studio locations.

Modification of CP

WFSI Lakeland, Fla.—Requests mod. of CP, as reinstated, which authorized new non-commercial educational FM station, to change trans. and ant.

Extend Completion Date

KPPO Pasadena, Calif.—Requests mod. CP, as mod., for extension of completion date.

WCAR-AM-FM Pontiac, Mich.—Requests mod. CP, as mod., for FM station, which authorized new FM station, for extension of completion date; requests mod. CP, for AM station, which authorized installation of new ant.

MIKE REPAIRS

Offered by Texas Firm

NEW SERVICE, devoted to microphone design and repair, has been announced by the Audio Acoustic Equipment Co., Arlington, Tex. Walter F. Turner, owner, said his firm hopes soon to expand to nation-wide service.

Mr. Turner, whose experience includes ten years with the Texas State Network and KRLD Dallas and three years as Graybar-Western Electric broadcast representative for Texas, said his firm's laboratory instruments include the Western Electric-Bell Telephone Laboratories 640AA condenser microphone and test equipment by RCA.

DIVIDEND of 10¢ per share has been voted by the directors of WJR Detroit to be paid June 4 to share holders of record at the close of business May 15. Announcement was made by John F. Patt, president.

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
STerling 3626

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
Engineer on duty all night every night
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26 Years' Experience in Radio Engineering
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MUNSEY BUILDING DISTRICT 8215
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McINTOSH & INGLIS
1216 WYATT BLDG.
WASHINGTON, D. C.
Metropolitan 4477
Member AFCCE

RUSSELL P. MAY
1422 F St., N. W. Kellogg Bldg.
Washington, D. C. REpublic 3984
Member AFCCE

WELDON & CARR
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1605 Connecticut Ave.
Dallas, Texas Seattle, Wash.
4212 S. Buckner Blvd. 4742 W. Ruffner
Member AFCCE

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCE

MILLARD M. GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261
Member AFCCE

KEAR & KENNEDY
1302 18TH ST., N. W. HUDSON 9000
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CONSULTING RADIO ENGINEERS
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JUSTIN 6108

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917 15th St., N. W. REpublic 3883
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Consulting Radio Engineers
Quarter Century Professional Experience
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Executive 1230—Executive 5851
(Nights-holidays, Lockwood 5-1819)
Member AFCCE

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
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Riverside, Ill.
(A Chicago suburb)

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Consulting Radio Engineer
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BERNARD ASSOCIATES
CONSULTING RADIO ENGINEERS
5010 Sunset Blvd.
Hollywood, Calif. NOrmandy 2-6715

Vandivere, Cohen & Wearn
Consulting Electronic Engineers
612 Evans Bldg. NA. 2698
1420 New York Ave., N. W.
Washington 5, D. C.

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CONSULTING TELEVISION ENGINEER
Television Engineering Since 1929
2443 CRESTON WAY HO 9-3266
HOLLYWOOD 28, CALIFORNIA

Member AFCCE

mount FM ant. on top of AM tower.
extension of completion date.
KRON-FM San Francisco—Requests mod. CP, as mod., which authorized new FM station, for extension of completion date.
KWPC-FM Muscatine, Iowa — Requests mod. CP, as mod., which authorized new FM station for extension completion date.
WVOW-FM Logan, W. Va.—Requests mod. CP, which authorized new FM station, for extension of completion date.

License Renewal

Following stations request renewal of license:

KRNO San Bernardino, Calif.; WEDC Chicago; WWCA Gary, Ind.; KSLO Opelousas, La.; KRUS Ruston, La.; KTBS Shreveport, La.; WHSY Hattiesburg, Miss.; WSSO Starkville, Miss.; WAZF Yazoo City, Miss.; KODY North Platte, Neb., WPNF Brevard, N. C.; WLOK Lima, Ohio; WENK Union City, Tenn.; WKLV Blackston, Va.; WKJG-FM Fort Wayne, Ind.; WTJS-FM Jackson, Tenn.; WFUV (FM) New York, and WCBS-TV New York.

TENDERED FOR FILING
AM—1230 kc

WSOO Sault Ste. Marie, Mich.—Requests mod. license to increase nighttime power from 100 w to 250 w.

APPLICATIONS RETURNED

WCNH Quincy, Fla.—RETURNED application for acquisition of control by Andrew B. Letson.

Interstate Bcstg. Co., Greensboro, N. C.—RETURNED application for new AM station on 920 kc with 1 kw D, contingent on grant of WBBB.

(Continued on page 103)

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*
All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING • TELECASTING, 870 National Press Bldg., Washington 4, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing. All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Manager for exceptionally strong, small-market station, south central, who is not afraid of work. Must have had actual managerial experience and a good sales record. Must have ability to mix well in luncheon clubs and other important contacts. Salary and profit-sharing. Opportunity to buy small interest after trial period and also to join owners in other businesses. Tell us all about yourself in first letter and include small photo. All replies in confidence. Box 128P, BROADCASTING • TELECASTING.

Salesmen

Salesman. Good opportunity in Illinois for hard-hitting salesman. Liberal drawing against commissions. Send details to Box 924M, BROADCASTING • TELECASTING.

Wanted immediately. Engineer for sales in broadcasting field. Must be under 30 and possess sales ability. Some travel—Chicago and vicinity. Excellent opportunity with well established company. Box 40P, BROADCASTING • TELECASTING.

Salesman: Real opportunity for industrious time salesman. Liberal draw against commissions. 1 kw with market over 300,000 population in North Carolina. If you can sell, you can earn $6000.00 and more per year. Full information first letter with recent photo. No hot shots please. All replies confidential. Box 44P BROADCASTING • TELECASTING.

Wanted. Experienced radio time salesman. Small market, deep south, guaranteed minimum salary on commission basis. State full particulars in first letter. Box 97P, BROADCASTING • TELECASTING.

Excellent opportunity for experienced salesman in small one station market in southwest. Will pay liberal salary plus good commission. Even better opportunity if man can do some announcing, no shift. Also opening for combination first class announcer, good pay, forty hours. Only experienced reliable men need apply. Give references, complete background, and picture first letter. Box 125P, BROADCASTING • TELECASTING.

Time salesman. Salary plus commission. Good market. KFRO, Longview, Texas.

Wanta go west? KMON, 5000 watt ABC-MBS, Great Falls, Montana, has immediate opening for experienced advertising salesman. Commission-draw. Write full details first letter and photo attention Salesmanager.

Wanted: Young man to break into radio sales. Remarkable opportunity for advancement if you have a radio background. Must be capable of selling new accounts and keeping old ones. Salary, commission and car allowance. WCOJ, Coatesville, Penna.

Announcers

Experienced announcer for 25,000 watt Nebraska station. Send full particulars, audition record, board experience and salary requirement, first letter. Box 926M, BROADCASTING • TELECASTING.

Experienced announcer-engineer. Seventy-five start. Upper midwest. Box 26P, BROADCASTING • TELECASTING.

Wanted, announcer from Texas or southwest by Texas station. Prefer deep voice, news specialist. Send discs, all details first letter. College radio graduates will be accepted. Applications without discs not accepted. Box 45P, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Announcer-engineer with first class ticket. Starting pay $75 for experienced man. Pennsylvania independent. Box 66P, BROADCASTING • TELECASTING.

Combination announcer-engineer wanted by Florida major network regional fulltime station. Special emphasis on announcing but must hold first class license. All applications confidential. Box 76P, BROADCASTING • TELECASTING.

Experienced, topnotch sportscaster for progressive midwest station. Send audition, picture, salary requirements first letter. Box 92P, BROADCASTING • TELECASTING.

Progressive 250 watt Pennsylvania Mutual affiliate with TV application needs versatile staff announcer. Experience preferred but not essential if announcing quality is high. Send disc or tape, photo, qualifications. State salary requirements. Box 96P, BROADCASTING • TELECASTING.

Combination man with first class license for central Michigan station. Box 104P, BROADCASTING • TELECASTING.

Wanted: Announcer sales-service man. Good opportunity for right man. $200 month start. Carolina. Write Box 114P, BROADCASTING • TELECASTING.

Immediately—Combination first ticket, good voice, $285 per month start, extras, progressive station. Heart of trout fishing and elk hunting wonderland. Air mail disc, photo. KPRK, Livingston, Montana.

Combo man for 250 watt station, good voice. Chances to learn unlimited. Send qualifications, history, audition to KSYC, Yreka, California.

Adding combination man to staff. Announcing abilities and permanency most important. Send audition and details WBUT, Butler, Penna.

Washington D. C. area independent has immediate opening for intelligent announcer. Want friendly, mature voice . . . man who has had experience in small market who wishes to move up. State age, experience, references, salary desired. Send tape or disc WGAY, Silver Spring, Maryland.

WGCM, Gulfport, Mississippi, has opening for experienced announcer who can also do sports.

Wanted, experienced combination man first phone. WHBS, Huntsville, Alabama.

Experienced announcer. WICY, Malone, N. Y.

Combination announcer-engineer for network station in pleasant central Kentucky city. Must have top quality voice and hold 1st class license. Better than average salary for thoroughly experienced, energetic man. Immediate opening. Send complete information and tape or disc if possible. Manager, WLEX, Lexington, Kentucky.

Staff announcer wanted. Prefer man with independent station experience. Please send photo and tape or disc. WPIC, Sharon, Pa.

Wanted: One announcer with or without experience for summer replacement. June 1st, to September 1st. WRCS, Ahoskie, N. C.

New MBS affiliate in Little Falls, N. Y. starting June has opening for combo men, announcers, engineers. Send full particulars and salary requirements first letter to Robert Earle, Box 455, R. D. 1, Utica, N. Y.

Technical

First class engineer, no announcing, state minimum salary. Box 52P, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Wanted—Chief engineer for 5 kw AM station in large metropolitan eastern seaboard area. State background, qualifications and references. If now employed, state reason for making change. Top salary to right man. Box 89P, BROADCASTING • TELECASTING.

Immediate opening for first class engineer, must have car. Box 103P, BROADCASTING • TELECASTING.

First class ticket holder. Will accept beginner, but can pay combo man more in this expanding small market midwest independent, newspaper-owned. Box 109P, BROADCASTING • TELECASTING.

Opening transmitter operator with first class license. No announcing. Permanent. Texas. Box 111P, BROADCASTING • TELECASTING.

Wanted, a combination engineer-announcer for a 250 watt southern station. Starting salary 70 dollars per week. Write Box 131P, BROADCASTING • TELECASTING.

First class engineer. Experience not necessary. Network station. Box 139P, BROADCASTING • TELECASTING.

Engineer needed immediately, $1.25 per hour, 40 hour, guarantee time and half for overtime. Remotes. Box 143P, BROADCASTING • TELECASTING.

Chief engineer. Pittsburgh area. Permanent. Excellent opportunity. Complete W. E. installation. 506-B-2 10-kw FM transmitter. 25-B console. All monitoring equipment. Also model 708 REL receivers. Box 146P, BROADCASTING • TELECASTING.

Immediate opening for 1st phone engineer. Good pay. Inexperienced applicants considered. 250 watt ABC station. Send background and reference information with first letter to KBIX, Muskogee, Oklahoma.

Wanted: An engineer at kw daytimer. Bud Crawford, KCNI, Broken Bow, Nebr.

Operator, first class license, bachelor apartment free. Station is TV applicant. KCOM, Sioux City, Iowa.

Engineer with first phone license. Willing to learn announcing. No experience necessary, KENA, Mena, Arkansas.

Engineer. Excellent working conditions in a university city. If desired, work schedule arranged to attend university. KNOX, Grand Forks, North Dakota.

Immediate opening for good chief engineer who is ready for permanent employment and excellent working conditions. All correspondence confidential. Contact General Manager, KSLO, Opelousas, Louisiana.

Wanted—Engineer, first phone, sober, dependable. Opportunity good and position permanent. KSTV, Stephenville, Texas.

Wanted, ambitious engineer experienced construction and maintenance willing to take responsibility. Transportation furnished from west coast. Air mail details KULA, Honolulu, T. H.

Good experienced announcer with first class ticket. Send audition tape, record of experience, business and character references to KWFC, Hot Springs, National Park, Arkansas.

Combination engineer-announcer. Salary commensurate with ability. WBHF, Cartersville, Georgia.

Engineer, first phone, experience unnecessary, transmitter at studio, WCED, DuBois, Pennsylvania.

Studio transmitter engineer, experience unnecessary, network affiliate. Phone WCEM, Cambridge, Maryland, Cambridge 1580.

Help Wanted (Cont'd)

First phone. No announcing. $250.00 per month plus ov... WCMY, Ottawa, Illinois.

Wanted: Transmitter operator... for 40 hour week. Send qualifi... and references to Paul Kelley, ... Columbus, Indiana.

Immediate opening for first class ... ator, WEAV, Plattsburg, N. Y.

Engineer—Chicago area. No exp... necessary, fulltime, days, im... opening. WEAW, Evanston, Illi...

Engineer wanted. No experience n... sary. Good pay. Great opportuni... right man. Apply WFLB, Fayet... North Carolina. All applicatio... swered.

Operator, first phone. No experi... Light duties. 6 days, 44 hours ... $217. WFMW, Madisonville, Ky., ... 1885.

Wanted—First class engineer, ... month. Contact Chief Engineer, W... Shelbyville, Tenn.

Position for engineer open at W... FM. 1st class license needed. N... perience necessary. Starting wa... for 40 hours. Must have car. ... New York.

Want first class engineer. E... shift. Contact WIEL, Elizabeth... Kentucky.

Immediately; experienced combi... man. Air work important. Salary ... cellent. Send recording. Contact M... ager, WITZ, Jasper, Indiana.

Production-Programming, Oth...

Desire male copywriter with ... Some announcing. Submit sam... Texas. Box 23P, BROADCASTI... TELECASTING.

Immediate opening for continuity ... rector, full charge of depart... Must be top administrator as we... top writer, to qualify as depart... head in this hard hitting midwest ... operation. Send complete info to ... 50P, BROADCASTING • TELEC... ING.

Wanted—Illinois network station ... sires copywriter with ideas, mal... female. Box 133P, BROADCAST... • TELECASTING.

Wanted—Continuity chief. Experi... writing for all types of clients. ... letter with full details, copy sam... salary requirements. Moderate, b... ful climate. Program Director, K... Pueblo, Colorado.

Immediate opening for male or fe... copywriter, some experience. Air ... complete data to WHIT, New B... N. C.

Wanted: Experienced girl copyw... for continuity and promotion de... ment of 50 kw eastern station. ... portunity for advancement. Send ... details of experience and phot... WWVA, Wheeling, West Virginia.

Television

Announcers

Announcer-MC for nation's first ... watt TV station. Detailed experi... and photo first letter. Prefer ... bracket 28-35. Station located mid... Box 142P, BROADCASTING • TE... CASTING.

Situations Wanted

Managerial

General or commercial manager. ... perienced. Capable. West or so... west. Box 43P, BROADCASTIN... TELECASTING.

General manager: 16 years experi... all phases. Exceptionally strong in ... and administration. Experience in ... tiple station market. Superior news ... air personality, creative program ... promotional record. Excellent civ... fairs record. Top references. ... consider working interest or chan... buy in. Prefer southwest. Box ... BROADCASTING • TELECASTIN...

Successful, local sales minded ma... desires change to bigger market or ... watt daytime station. If you are l... or breaking even, contact this 32 ... old experienced local station ma... and start making money. Reply ... 99P, BROADCASTING • TELEC... ING.

Situations Wanted (Cont'd)

ent Manager desires change. BA ree in Radio. Four years experi- e. Excellent references. Prefer AM- operations. Box 100P, BROADCAST- G • TELECASTING.

enteen years successful radio sta- management experience. Excellent d in sales and thoroughly versed all phases of AM radio. Would like become affiliated with an aggressive dio station of any size. In addition to agement experience, have created ay sales-producing features. Refer- es if required. Box 127P, BROAD- STING • TELECASTING.

nager same station 12 years, desires nge for better opportunity. Box P, BROADCASTING • TELECAST- G.

sistant station manager—experienced y phases station operations, par- larly engineering. Interested solid anization with future. Currently em- yed northeast. Box 134P, BROAD- STING • TELECASTING.

mmercial or general manager avail- e. 10 years experience radio as sales- n, commercial manager and general nager in independent and network erations. Extra strong on sales and fits. Best references. Guarantee re- lts. Family, sober. Personal inter- w. O. R. "Jim" Bellamy, R. 1, omville, Ohio, Phone 116F14.

holders! Station owners! Don't e your license. Employ a manager h proven executive and technical ility to organize, build and operate ur station. 25 years broadcast experi- e. Reasonable salary. Personal in- rview. T. L. Kidd, 440 Indiana, chita, Kansas.

Salesmen

lesman-announcer. Details by return il with audition. Box 82P, BROAD- STING • TELECASTING.

perienced salesman-announcer. Good es record. Hold first phone license. x 88P, BROADCASTING • TELE- STING.

tention station managers and owners: lesman, six years experience, plenty as for good accounts, also 3 years der first class radio telephone ticket. ief announcing, all types. Desire thern market. Prefer Mississippi, abama or Texas. Anything over 25,- population. All inquiries promptly knowledged. Box 98P, BROADCAST- G • TELECASTING.

Announcers

nouncer-actor, trained all phases of dio. Will travel. Tape, picture upon uest. Box 86P, BROADCASTING • LECASTING.

perienced announcer top newscaster, c jockey, all sports play-by-play. rted staff, now program sports di- tor. References speak for them- ves. Tape, details upon request. Mar- d. Box 101P, BROADCASTING • LECASTING.

wscaster-announcer, deep voice, col- e background, three years in radio phases. Box 106P, BROADCASTING LECASTING.

nouncer, four years experience staff, rts, special events. College educa- n, vet, would like TV or AM with vision possibilities. Prefer SW or coast. Box 107P, BROADCAST- G • TELECASTING.

ll known metropolitan disc jockey h proven Hooper, style and per- ality. Write for brochure, include ary top. Box 108P, BROADCAST- G • TELECASTING.

k-jock, announcer with first phone, perienced, ex-serviceman. No draft rries. Available immediately. Box P, BROADCASTING • TELECAST- G.

nouncer, news and semi-classics. rried. Operate board. Tape available. t 119P, BROADCASTING • TELE- STING.

f announcer—two years experience, s DJ, remotes, sales, board opera- n. Employed. Prefers upper mid- st. College and radio school. Disc ilable. Box 122P, BROADCASTING LECASTING.

perienced, result-getting announcer h deep, mature voice. College grad. rried, veteran, 31. Box 126P, BROAD- STING • TELECASTING.

nouncer—Five years experience all es including baseball. Deep voice. ne Washington, D. C. Atlantic 4062. Travis, 411 B St., N. E.

f. Available summer months. Cap- e. Experienced. College. Radio ma- Board. Box 141P, BROADCASTING LECASTING.

Situations Wanted (Cont'd)

Idea girl can please your accounts. Air work and selling. Create shows and promotions. Interested after-hours disc show. Thoroughly experienced all phases. Box 140P, BROADCASTING • TELECASTING.

Woman wants "before mike" position. Half-hour weekly sponsored jockey show one year. Modulated, relaxing voice. Wrote commercials five months. Refined, versatile, degree, 31, single, conscientious. Uninterested high pressure tactics or hungry characters. Terrific potential! Box 147 P, BROADCASTING • TELECASTING.

Announcer-engineer, married, draft exempt. Experienced, able to assume responsibilities. Available immediately. Audition disc available. Michael Benson, 1230 Hancock, Brooklyn, New York.

Announcer-engineer, 5 years. Married, vet, 23. $80. Joe Nearns, KDRS, Paragould, Ark.

1st class announcer with 1st class license. Now making $80 weekly, large southeastern city. Want job in southwest US. Make me an offer. Reply Box 138P, BROADCASTING • TELECASTING.

Technical

I have a second phone and also a class (A) Ham license. Will work in broadcast station for second class wages while obtaining first phone. Preferably Mo. or Ark. Will consider anywhere. Have had radio college and correspondence courses, lots amateur experience. Reasonable wages while learning. Box 30P, BROADCASTING • TELECASTING.

Engineer/chief engineer, 16 years broadcasting experience (installation, directional arrays, television) desires responsible position with progressive station. Box 78P, BROADCASTING • TELECASTING.

Chief engineer, 12 years radio field. Available immediately. Box 80P, BROADCASTING • TELECASTING.

Chief engineer now employed chief 5 kw DA station desires change. Training and experience (25 years) give efficient skillful technical operation or new construction. Initiative, dependability take full responsibility engineering department progressive TV minded station, write Box 81P, BROADCASTING • TELECASTING.

Chief engineer, experienced construction, UHF, AM, FM. All phases broadcasting. Permanent position. Travel Phila., Chicago, June. Immediate trip if necessary. Box 94P, BROADCASTING • TELECASTING.

1st class phone license, 2½ years experience. Vet. State salary. Box 129P, BROADCASTING • TELECASTING.

Engineer—formerly chief, technical director, assistant station manager, interested returning to engineering, chief or staff good organization. Five years medium power directional antenna. Box 135P, BROADCASTING • TELECASTING.

Engineer, 2½ years experience. Some TV. No announcing. South preferred. Permanent. Box 137P, BROADCASTING • TELECASTING.

Production-Programming, others

Copywriter, experienced, single, draft exempt. Looking for progressive station in northeast. No announcing. Box 46P, BROADCASTING • TELECASTING.

Farm service director, also staff announcing. Draft exempt, excellent references, Box 84P, BROADCASTING • TELECASTING.

Creative programming, radio or TV. Extensive background. Outstanding reputation. Major affiliations. 33, married, youngster. Interested program director, development, production executive. Box 87P, BROADCASTING • TELECASTING.

Experienced TV director, producer, writer, AM experience. Married. References. State salary first letter. Box 90P, BROADCASTING • TELECASTING.

News editor, presently employed. Developing, writing program ideas a specialty. Commentaries, local news stories, features, documentaries. Good voice. Top references. Box 95P, BROADCASTING • TELECASTING.

Newsman, thoroughly experienced local coverage, wants employment with station in far west. Young, married, veteran. Top references from present employer, wire service and others. Box 102P, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Team—Husband DJ or staffman, thoroughly experienced all phases. Wife—Girl Friday, continuity. Box 123P, BROADCASTING • TELECASTING.

Program director, DJ, talents adaptable TV. Versatile. 19 years experience. Now employed. Prefer midwest or west. Excellent references. Wife also available freelance writing and air work. Box 124P, BROADCASTING • TELECASTING.

Give your programming the woman's touch. Desire position as woman's director or job with future. Experienced. Prefer midwest. Box 136P, BROADCASTING • TELECASTING.

Program-sports director. Six years all phases. Excellent voice. Security-permanency required. College graduate. Family. Midwest. Box 145P, BROADCASTING • TELECASTING.

Television

Announcers

SRT graduate seeking position in small TV station. Knowledge TV service, some film. Photo on request. Box 132P, BROADCASTING • TELECASTING.

Technical

TV maintenance. 4 years maintenance experience transmitter and studio. Desire eastern location potential UHF or established VHF. Reliable, responsible. Good engineering background. 1st class license. Box 144P, BROADCASTING • TELECASTING.

New York license movie picture operator desires job television studio. Experience 16-35 m.m. Box 148P, BROADCASTING • TELECASTING.

Production-Programming, others

TV weatherman—topnotch television weatherman, available one-month notice. Good salesman. Best offer considered anywhere. Box 983M, BROADCASTING • TELECASTING.

Film editor with TV production-agency experience wants position with TV station, film studio or agency that needs man with this background. Box 121P, BROADCASTING • TELECASTING.

For Sale

The best in complete tower sales and service by the south's largest tower erection company. Will sell or buy your used towers, erect or service your towers. A.A.A. Tower Company, Inc., Box 898, Greenville, N. C.

Stations

250 watt fulltime station in Pacific northwest. Only station in isolated market. Operated profitably for two years. Owner wants to return to the east. $25,000 cash. Box 53P, BROADCASTING • TELECASTING.

Western station. Independent. 250 W. Well accepted. Asking $40,000. Box 85P, BROADCASTING • TELECASTING.

For sale: Money making 250 Mutual affiliate in southeast. $35,000 cash. Write Box 115P, BROADCASTING • TELECASTING.

Western stations. Independents, affiliates. Priced from $15,000 to $750,000. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Equipment, etc.

Complete 1 kw Collins package. Brand new 20V1 transmitter and all associated gear including two turntables with console. Two-200 foot towers. All equipment still in original carton purchased during the past ten months. Write for listing. Available immediately. Box 83P, BROADCASTING • TELECASTING.

Primary frequency standard complete with scope and train of multivibrators from 100kc to 60 cycles in rack cabinet. Box 112P, BROADCASTING • TELECASTING.

Radio Station KCOH in Houston, Texas, announces the sale of a Presto model Y . . . disc recorder . . . with a 1C cutting head, combined with turntable, in waist high cabinet. Priced at $512.00 when new. For sale at $330.00. For information address correspondence to Chief Engineer, Station KCOH, M. & M. Building, Houston, Texas.

Gates 1-Mo-2830 model BF-250-A FM transmitter, HP monitor and antenna complete. Excellent operating condition. Best offer accepted. Contact Albert A. DeFilippo, c/o WAVZ, New Haven 10, Conn.

For Sale (Cont'd)

Slightly used but in good condition, three RCA TA5C stabilizing amplifiers. One DuMont type 5105-A monitor receiver. Nice discount on any or all of above. Contact Chief Engineer, WSM-TV, Nashville, Tennessee.

1-300' heavy duty, 1-300' extra heavy duty, 1-600' heavy duty tubular steel, guyed TV. Phillips towers, new, of course, immediate delivery, special prices. Houston Radio Supply Co., Inc., Clay at LaBranch, Houston, Texas.

For sale: Hammond Novachord crated for shipping. Good condition, reasonable. Write Yellowstone Park Company, Yellowstone Park, Wyoming.

Wanted to Buy

Stations

Interested in buying bankrupt, run down, or sick radio station. All letters considered, confidential, no broker. Box 39P, BROADCASTING • TELECASTING.

Wanted to buy: Interest in small southeastern station. Write Box 113P, BROADCASTING • TELECASTING.

Equipment, etc.

Wanted—Quarter and one kw FM broadcast transmitters, fixed-frequency FM monitor receivers, used or new. Box 17P, BROADCASTING • TELECASTING.

Transmission line, 1⅝ inch. Advise quantity and price wanted. WTND, Orangeburg, S. C.

Miscellaneous

FCC first-phone in 6 weeks. Both residence and correspondence courses available. Grantham Radio License School, 706 North Wilcox, Hollywood, California.

Help Wanted

Managerial

Commercial Manager Wanted!

One of radio's most successful regional net stations (with TV application Pending) offers a once-in-a-lifetime opportunity to the right man. A substantial salary and profit-sharing await a man familiar with all phases of commercial radio selling. Should have an outstanding record as a salesman, both local and national, the ability to handle others, highest character references, the desire for permanency and a willingness to work. He must have had five or more years' experience as Commercial Manager or Assistant CM in a competitive metropolitan market, with annual earnings of $10,000 or more per year, and be capable of earning much more. Our billings are, and have been, the highest in this multiple station midwestern market. To be considered for a personal interview, please reply in confidence, giving full and complete information about your previous experience, salaries earned and other pertinent information. Attach snapshot. Box 120P, BROADCASTING • TELECASTING.

Announcers

★ **TOPFLIGHT NEWSCASTER**

wanted by 50,000 watt network affiliate in Midwestern market. This is an excellent opportunity and the salary is right for the right man. The right man in this case will have years of experience behind him. He will not necessarily have a beautiful voice, but it will be authoritative. He will be mature and make a good appearance. If you think you fit this description, send disc, photo and full information. BOX 10P, BROADCASTING • TELECASTING.

(Continued on next page)

XUM

Help Wanted (Cont'd)

STRONG STAFF ANNOUNCER WHO KNOWS MUSIC AND LOOKING FOR A FUTURE.

We are top music station in metropolitan market, programming heavy music-sports-news along with network schedule. Starting salary—$65 for 40 hours with extra for talent and overtime. Large corperation with TV application. Send disc or tape with details to Program Director.

BOX 110P, BROADCASTING • TELECASTING

Television

Technical

WANTED

TV ENGINEER

Capable of taking equipment "out of the box" and putting a picture on the air. Will give long contract, opportunity for purchase of stock and will make him an Officer and Director in Corporation.

PROGRAM DIRECTOR

Topnotch man with successful TV background. Will give same opportunities as stated above to the Engineer.

This is a first rate Midwest Market —No TV here now. Address replies to Box 117P BROADCASTING • TELECASTING. All replies will be answered.

Situations Wanted

Managerial

COMMERICAL MANAGER

Aggressive, shirt-sleeve CM who believes in hard work and making calls. Successful record as radio-TV sales manager leading metropolitan market past three years. Sound experience. Proven record. Present salary $11,000. Age 33. Seeks permanent position with metropolitan radio and/or TV station. Box 105P, BROADCASTING • TELECASTING.

Employment Service

EXECUTIVE PLACEMENT SERVICE

for competent managers, commercial managers, program directors, chief engineers, disc jockeys. Reliable, confidential, nation-wide service. Send for full information today.

HOWARD S. FRAZIER
TV & Radio Management Consultants
728 Bond Bldg., Washington 5, D. C.

in public service . . .

TOTAL of $20,800 has been donated to the American Red Cross Flood Relief by NBC network listeners of the *Ruth Lyons' 50 Club*, which originates at WLWT (TV) Cincinnati five days weekly. In return for $1 donation, Miss Lyons sent 8x10 photograph. An estimated 15,000 prints are to be mailed to every state and to Canada.

* * *

Emergency Appeal

WHEN American Red Cross appealed for emergency quota to aid rehabilitation of families along Montana's flooded Milk and Missouri Rivers, KMON Great Falls volunteered to raise the money. Hurried consultations with program and announcer staffs paved the way. Within 24 hours, KMON was on the air with a variety Red Cross Jamboree which lasted until midnight Saturday and was resumed intermittently Sunday with the result that the emergency quota was oversubscribed. In all, 18 hours of programming was consumed.

* * *

Donates Transmitters

WWVA Wheeling, W. Va., turned over its former mobile unit—a 100 w transmitter and one of 50 w—to the American Red Cross Disaster Committee and the Ohio County Civil Defense Organization. William E. Rine, managing director of the station, presented them to officials of the Wheeling-Ohio County Chapter of Red Cross. One unit was installed in Wheeling's Red Cross headquarters while the other was used as a stand-by.

* * *

Blood Type Obtained

LARRY HOMER, announcer for WEEI Boston, aired a request one day at 8 p.m. from the Union Hospital in nearby Lynn, Mass., for a special type of blood. At 11 p.m., the hospital phoned to say that it had received 150 offers from WEEI listeners willing to donate the needed type of blood. Some of the calls had come from as far away as Bangor, Me.

* * *

Basketball Tapes

WDAN Danville, Ill., has added another item to its growing list of public service features. The station shipped tape recordings of state championship high school basketball games to the 130th Infantry Regiment, Danville segment of the 44th Infantry Div., stationed at Camp Cooke, Calif.

* * *

KFBI Aids Youth

KFBI Wichita, Kan., showed radio works where other media fail recently when broadcast appeals brought $800 donations to pay costs of special treatments for Jimmy Essex, 18-year-old paralyzed youth, after a newspaper story with picture brought only $100, according to George E. Wells, KFBI program director.

* * *

All-Night Telethon

TELETHON on WDSU-TV New Orleans featuring staffers of both the television outlet and its AM station, WDSU, continued hours, starting at 11 p.m. one Sunday and concluding 12:30 p.m. Monday. The drive was for the benefit of United Cerebral Palsy Association of Greater New Orleans and produced $80,000 for the charity. All-night telethon starred Dorothy Lamour, Chico Marx, Rosemary Clooney and Sunny Skylar in addition to WDSU personalities and several disc jockeys from other local stations.

* * *

Pilot Dog Fund

PILOT DOG Inc., Columbus, Ohio, has announced that the fund-raising campaign of the organization which was conducted in central Ohio through WBNS-TV Columbus exceeded its goal of $6,000 by netting $6,527.44. More than 2,550 individual contributions were received during the week-long drive. Need for contributions was driven home over 17 locally produced programs. Viewers were asked to send their donations to their favorite WBNS-TV personality. Seven of the shows described their particular cause. Non-profit group provides seeing eye dogs to the needy blind at no cost.

* * *

WSIX Aids Foundation

WSIX Nashville and the show, Ted Mack's *Original Amateur Hour*, raised more than $5,000 for the Cordell Hull Foundation for international education. The 12 amateur acts selected from auditioned by WSIX put on a minute show in Nashville which went over ABC. The foundation furthers Latin American student exchange with Nashville's Vanderbilt U., Scarritt College and Peabody College for Teachers.

* * *

Guide Dog Fund

KING Seattle, through spot announcements, appealed for contributions to obtain another guide dog for a blind woman whose only canine companion was killed in an automobile accident April 1. The goal of $2,000 was set by Bill Jordan, KING news director, and Hal Davis, program director. Within a few days KING had received more than $4,000. Incidentally, the blind woman's name is Mrs. Mary King, who said she now refers to herself as Mrs. K-I-N-G.

Feature of Week

(Continued from page 3

and take-off were George Schaetitz, Austrian vice consul in New York, and his wife.

Next morning, the chicks arrived in Austria and were transferred by truck to Vienna.

Second of three flights to complete the order placed by the Austrian government left May 3. A third flight is scheduled for May 13. In addition, 7,000 chicks are being sent as a gift with the compliments of the Connecticut Poultry Association, 4-H Clubs and WTIC.

For Sale

Equipment, etc.

NEW GATES EQUIPMENT

1—Model GR-91 mixer assembly only
1—Model 28CO limited amplifier
2—Model GR-90 carrying cases only
1—Model GR-90-91 remote
2—Model MO-2694 program amplifier
3—Model SA-22 cueing amplifier
1—Model SA-20 program amplifier (Same as MO-2694)
2—Model AM2 "Studio B" light fixture
1—Filter selector
1—Austin transformer
2—Model CB-10 console transcription turntable with RMC type ULID head
1—Model SA-66 general purpose amplifier
2—= AM3 "control room" light fixture
1—= AM1 "Studio A" light fixture
1—= AM2 "Studio B" light fixture
2—=RA-10 recording amplifier
1—=GE-KH phono motor
1—=B4-140 patch panel
2—Overhead feed screw assembly (0-1) 112 lines per inch
1—=SA-800 panel box with cover
1—=SA-77 power supply
2—Qts. Gates grey paint
4—Pts. Gates grey paint
1—=A1979-101 power supply
2—=SA-70 preamplifier
1—=M-101 meter panel
1—=SA-8 V-U panel
1—Gates playback arm
4—=MO-2964 Gates arm
1—=MO 3098 end seal
2—=MO-3096 end seal
3—=MO-3071 junction box
4—=MO-3097 end seal
1—Feed screw only (0-1) 256 lines per inch
1—Gates meter shorting switch

ALL THE ABOVE LISTED MATERIAL IS NEW. NEVER USED EQUIPMENT ALTHOUGH HAS BEEN ON DISPLAY ON SALESROOM FLOOR. FOR ADDITIONAL INFORMATION PHONE, WIRE OF WRITE HOUSTON RADIO SUPPLY CO., 1501 CLAY ST., HOUSTON, TEXAS.

Minnesota Network

Money Maker

$100,000.00

Located in an area where TV will have little immediate effect, but with good allocations for TV development already assigned should buyer wish to enlarge facilities. Based on this investment and last year's profit, buyer should expect about 30% on his investment. Studio and transmitter combined, giving low cost operation. This property is priced right and will not be available long. Price $100,000.00 with terms.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn Washington Bldg. Sterling 4341-2	Ray V. Hamilton Tribune Tower Delaware 7-2755-6	Lester M. Smith 235 Montgomery St. Exbrook 2-5672

FCC roundup

New Grants, Transfers, Changes, Applications

ox score

SUMMARY THROUGH MAY 8

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM Stations	2,340	2,328	87	327	221
FM Stations	638	581	69	13	9
TV Stations	108	97	11	539	2

(Also see Actions of the FCC, page 98.)

ocket Actions . . .

FINAL DECISIONS

AM—1460 kc

WBET Brockton, Mass.—FCC granted pplication of Enterprise Publishing Co. or CP to change from 990 kc, 1 kw-D, o 1460 kc, 1 kw unl., DA-N; cond. ecision May 6.

AM—960 kc

WFTC Kinston, N. C.—FCC granted pplication of Kinston Bcstg. Co. for P to change from 1230 kc, 250 w unl., o 960 kc, 5 kw-LS, 1 kw-N, DA-N; ond. Decision May 6.

AM—1400 kc

Tacoma, Wash.—FCC granted appli- ation of Tribune Publishing Co. for ew AM station: 1400 kc, 250 w unl.; ond. Estimated construction cost $24,- 00, first year operating cost (combined xisting FM operating cost and expected M cost) $138,692, first year revenue ombined existing FM revenue and xpected AM revenue) $180,000. Appli- ant is licensee of KTNT (FM) Tacoma nd is publisher of *Tacoma News-Tribune* evening and Sunday). Simultaneously, CC denied application of KBRO Brem- rton, Wash., for CP to change from 30 kc to 1400 kc with 250 w unl., and CC denied petitions of KBRO seeking reopen record in this proceeding. Comr. Hyde favored grant of KBRO pplication.) Decision May 5.

INITIAL DECISIONS

AM—1230 kc

Sparta, Ill.—FCC Hearing Examiner eo Resnick issued initial decision look- g towards grant of application of irsch Communication Engineering orp. for new AM station: 1230 kc, 250 unl.; cond. Estimated construction ost $13,542.96, first year operating cost etween $30,000 and $35,000, revenue etween $40,000 and $50,000. Principals applicant include President Robert . Hirsch (26.6%), recent graduate of .I.T. and stockholder in KFMO Flat iver, Mo.; Vice President Geraldine F. irsch (6.6%), stockholder in KFMO nd KFVS Cape Girardeau, Mo.; Secre- ary-Treasurer Oscar C. Hirsch (40%), resident and principal stockholder in FMO and KFVS, licensee of WKRO airo, Ill., and director and minority tockholder of KSIM Sikeston, Mo., and ames F. Hirsch (26.6%), student at ashington U., St. Louis, Mo., and tockholder in KFMO. Simultaneously, earing Examiner Resnick denied ap- lication of Hawthorn Bcstg. Co. for ew AM station on 1230 kc with 250 w ol. Initial decision May 5.

AM—920 kc

KGAR Garden City, Kan.—FCC Hear- g Examiner Hugh B. Hutchison issued nitial decision looking towards grant f application of Ark-Valley Bcstg. Co. change from 1050 kc, 1 kw D, to 920 c, 1 kw D, 500 w N, DA-N; cond. Esti- ated construction cost $14,718.90, first ear operating cost $76,418.40, revenue 89,344.32. Vice president and general anager of KGAR is Dale E. Kern. imultaneously, Hearing Examiner utchison denied applications of (1) LMR Lamar, Col., for CP to change om 1340 kc, 250 w unl., to 920 kc, 1 w D, 500 w N, DA-N, and (2) KFNF henandoah, Iowa (now operating non- A on share-time basis with KUSD ermillion, S. D., on 920 kc, 1 kw D, w N), seeking permission to move om Shenandoah to Lincoln, Neb. De- ision May 7.

FCC Actions

(Continued from page 98)

License Renewal

WMCA New York—Granted renewal f license for regular period (FCC ad- enda to April 30 decisions, B•T, ay 5).

WLAC PURCHASE

Application Filed

IN ADDITION to a purchase price of $1,250,000 for 50 kw WLAC Nashville, Life & Casualty Insurance Co. of Tennessee will pay 10% of the net profits after taxes over $200,000 for 5 years to present owner, J. Truman Ward. Details were revealed in an application for FCC approval filed last week.

Insurance company is repurchasing the Nashville station (on 1510 kc) after 17 years from the man who bought it for $75,000 when it was a 5 kw station on 1490 kc [B•T, April 21]. WLAC replacement value was estimated at $370,-685.

Terms of the sale also include a life-time management contract for Mr. Ward at $30,000 per year. Provision is made that if Mr. Ward dies before the seventeenth year of his contract, the insurance company will continue its payments to his heirs until the seventeenth year.

Total current assets of WLAC were listed at $103,816.68, with cash assets of $38,041.36. Total current liabilities were shown as $15,253.03. Total assets of the insurance company was indicated as $137,013,424.53.

WLAC is a CBS affiliate, was established in 1925.

Change of ownership will not affect personnel, it was said. F. C. Sowell is general manager of the station.

RCA Report

(Continued from page 26)

elected at the meeting—the largest RCA session ever, with almost 81% of the vote represented in person or by proxy—were: Walter A. Buck, John T. Cahill, Gano Dunn and Edward F. McGrady. Arthur Young & Co., New York, was again appointed to serve as RCA's accounting firm, and the resolution, which would allow stockholders to cast their total votes—based on shares held, multiplied by number of directors to be elected—for a single candidate, was thoroughly defeated.

Retirement of Lewis MacConnach, RCA secretary, after 37 years' service was announced by Gen. Sarnoff, who also commended the officer for never having missed a directors' or stockholders' meeting.

BMI Clinics Continue

(Continued from page 38)

to farmers.

"Farmers feel a close tie with the station who keeps him abreast with the rest of the world. . . . Don't talk down to your rural audience. If you do, you won't have one."

Glenn Griswold, MAB president, presided. Schedule included a joint talk by Harry K. Renfro and Foster Brown, assistant manager and promotion director respectively, KXOX St. Louis, on promotion and public relations.

COLUMBIA, S. C., May 6

John M. Rivers, SCBA president and general manager, WCSC Charleston, said radio today is "the cheapest mass medium of communication. . . . Let's keep our messages believable, forceful and truthful."

Joe Kirby, general manager, WKRS-AM-FM Waukegan, Ill., talked on the value of local news, saying his station gave local stories first importance. He said:

"The people in our area with all the metropolitan papers and network radio stations to listen to, would just as soon hear about things in this state that aren't particularly earth-shaking as to be told three or four hundred times that the peace negotiators in Korea are still arguing with the Russians."

Dorsey Owings, BMI field representative, acted as chairman. Other talks were made by Robert R. Tincher, vice president and general manager, WNAX Yankton, S. D.; Frank McIntyre, production manager, KLIX Twin Falls, Idaho; Mackie Quave, chief announcer and production director, WIS Columbia, and Hale Bondurant, general manager, KFBI Wichita, Kan.

ATLANTIC CITY, MAY 6

"Light classics, pop concert selections, great vocal arrangements and the best of instrumental soloists" were suggested to New Jersey broadcasters by Charles F. Payne, commercial manager, KIXL Dallas. "We never compromise on quality . . . it must be the best," he said, adding that KIXL music "is screened and auditioned carefully to throw out even the great classics which are short on melody and long on 'finger exercise.'

"Music . . . and more good music is radio's only salvation," he said.

About 50 attended the sessions, with Paul Alger, NJBA president and vice president and general manager, WSNJ Bridgeton, presiding.

SEATTLE, May 6

"Promotions can be profitable for radio stations—even in a small station market—if they are planned with a purpose in mind," Pat O'Halloran, commercial and promotion manager, KPQ Wenatchee, Wash., told Washington broadcasters.

"Many promotions don't give immediate dividends but really pay off in good will and increasing your audience—in turn they will indirectly pay off in dollars and cents valuation," he said.

MINNEAPOLIS, May 7

Four-point results come from public service programming, according to C. D. Miller, director of staff operations, WTCN Minneapolis, who addressed Minnesota broadcasters. They are: "(1) establishes the station as an integral part of community life; (2) sells service for the common good of the community; (3) exposes station personnel to contact with key business men and potential listeners; and (4) establishes the fact of station leadership in the community."

John Meagher, MBA president and general manager, KYSM Mankato, presided at the meeting, with speakers including most of the Milwaukee slate, Messrs. Squire, Slater, Rich, Smith, Haganah and Safford.

OKLAHOMA CITY, May 7

Sam Schneider, farm editor, KVOO Tulsa, speaking on "The Farm Audience," said today's farmer is the "greatest market for the goods of industry."

He told Oklahoma broadcasters

(Continued on page 104)

Employment Agency Employment Agency

ENGINEERS — *First - Second Phone*

YOUR APPLICATION CAN BE PROCESSED FOR *IMMEDIATE* OPENINGS IN FORTY-TWO STATES.

ONE WEEK'S SALARY WHEN PLACED, THE ONLY FEE.

WRITE:

Broadcast Management Services Co.
(Agency)

17 East 48th Street, New York 17, New York
PL 5-1127

OHIO Assn. of Radio and Television Broadcasters sessions and BMI Clinic May 2 at Columbus included these speakers and guests (l to r): Seated—Carl E. George, general manager, WGAR Cleveland; Ed James, senior editor, BROADCASTING • TELECASTING; Harold Fellows, president, NARTB; Sydney Kaye, vice chairman of board and general counsel, BMI; Louis Oswald, promotion director, WHK Cleveland; William Stubblefield, station relations director, NARTB; standing—Walberg Brown, vice president and general manager, WDOK Cleveland; Robert Tinchner, general manager, WNAX Yankton, S. D.; Hal Bumpus, news and sports director, KVOR Colorado Springs, Col.; Robert Fehlman, president, OARTB, and manager, WHBC Canton, Ohio; Gen. Carlton Dargush, counsel, OARTB; Lin Pattee, field representative, BMI; Robert Ferguson, vice president, OARTB, and executive vice president and general manager, WTRF Bellaire, Ohio.

CHARLESTON, W. Va. BMI Clinic April 29 included at speakers table (l to r): Seated—E. Finlay MacDonald, manager, CJCH Halifax, Nova Scotia; Jack Knabb, president, Jack Knabb Adv., Rochester, N. Y.; Eric Lund, program director, WLVA Lynchburg, Va.; Lin Pattee, field representative, BMI; Mary Chilton Chapman, *Charleston Gazette*; standing—Michael R. Hanna, general manager, WHCU Ithaca, N. Y.; Gordon Capps, vice president and general manager, KSRV Ontario, Ore.; John Gelder, president, West Virginia Assn. of Broadcasters, and general manager, WCHS Charleston; Charles A. Wall, vice president, BMI, and Joe L. Smith Jr., general manager, WJLS Beckley, W. Va.

BMI Clinics Continue

(Continued from page 103)

that "service is the basic way of reaching this farmer because a service broadcast hits him right in the pocket book and helps him to make a living."

Allan Page, OBA president and general manager, KSWO Lawton, presided. Ralph Wentworth, BMI field representative, was chairman. Other talks were made by Karl Jensen, program manager, KTUL Tulsa; C. O. Langlois, president, Langworth Feature Programs Inc.; Carl Vandagrift, program director, WOWO Fort Wayne, Ind.; Robert J. Burton, vice president, BMI, and in charge of publisher relations; Norman Glenn, president, *Sponsor* magazine; Bob Watson, program director, KGNC Amarillo, Tex.; and Ted Cott, vice president, NBC.

PORTLAND, ORE., May 7

Frank H. Loggan, president and general manager, KBND Bend, Ore., advocated promotion of local sales, saying, "Knowledge, enthusiasm, confidence and hard work are the things that build business. There are no other ways to gain commercial success; no magic that can be employed; no safe shortcuts. In radio, as in any other business, there are rewards awaiting those who apply each of these elements as they build. . . ."

DES MOINES, May 7

John M. Outler Jr., general manager, WSB-AM-FM-TV Atlanta, told Iowa radio men that "radio's tomorrow is now."

"As long as we can provide the advertiser with a reasonable return on his dollar, there is no real apprehension over radio's fiscal future," he said. He told listeners that his station received 2,000 greetings on its 30th birthday recently.

"We belong to the audience much more than the audience belongs to us. . . . Let's not sell that audience and that confidence on a short market. . . ."

William Quarton, IBA president and manager of WMT Cedar Rapids, presided. Other speakers were Ben Sanders, general manager of KICD Spencer, Iowa; Allan Schrock, program director of KFJB Marshalltown, Iowa; and Herb Plambeck, farm director of WHO Des Moines. Other speakers, who also appeared at clinics listed above, included Messrs. Marlin, Graham, Trace, Rosenberg and Yocum.

SYRACUSE, May 8

Members of the Upstate New York Broadcasters Committee and guests heard Charles F. Phillips, vice president and general manager, WFBL Syracuse, urge better programs to make more sales.

"Radio and TV can complement each other. Together they build greater audience for both mediums," Mr. Phillips said. "We in radio and television must continue to make our fare more attractive if we are to make the most of the opportunity which is ours," he said.

Simon Goldman, general manager of WJTN Jamestown, told the broadcasters to "be sure your station and yourself are the 'big wheels' of your community."

He advised radio men to "charge for program content; don't sell your station short. Stick to your rate card and adopt standards and policies which will give you self-respect and gain the respect of your advertisers. . . . Serve your community, your listeners and your advertisers . . . and you will take your rightful place in Radio Heaven. . . ."

Others on the speaking progam were Ken Sparnon, BMI field representative; E. R. Vadeboncoeur, chairman, upstate group committee and vice president and general manager, WSYR-AM-FM-TV Syracuse; Sam Carey, program service manager, WRVA Richmond, Va.; Seymour Siegel, director, WJZ New York, and Sydney M. Kaye, vice chairman of the board and general counsel, BMI. Other speakers, listed also at clinics above, were Messrs. Payne and Hanna.

SAN ANTONIO, May 8-9

Bob A. Roth Sr., commercial manager, KONO San Antonio, said the KONO staff "is continually on the alert for and seeking out public service projects."

Mr. Roth said KONO had a "definite wide reputation of being very progressive in this respect, and citizens and organizations seek our aid. This is not only gratifying but pays big dividends." He warned stations not to allow "over-stating the worth of products, false claims and gross exaggerations."

TBA members were told by Bob Watson, assistant manager, KGNC Amarillo, that they should thoroughly analyze their markets, fitting programs to their station's power, area-wise.

"Be individual—be distinctive—be different. Make your station stand for something. Give it personality. . . . Build local personalities and use authorities where possible. You will find your station will grow in importance and financial security as your programming depends less and less on network," he said.

J. M. McDonald, TBA president and general manager, KCRS Midland, presided. Other speakers included Karl Wyler, owner-manager, KTSM El Paso; James A. Byron, news editor, WBAP Fort Worth. Others on the program, who appeared at clinics listed above, were Messrs. Wentworth, Langlois, Vandagrift, Burton, Glenn, Roth and Cott.

SAN FRANCISCO, May 9

Speaking on "A Locomotive Named Programming," Russ Colin, program director, KROW Oak-

RALEIGH, N. C. BMI Clinic May 2 saw this group at speakers table (l to r): Seated—T. H. Patterson, president, North Carolina Assn. of Broadcasters, and general manager, WRRF Washington, N. C.; Charles A. Wall, vice president, BMI; Gordon Capps, vice president and general manager, KSRV Ontario, Ore.; Paul Marion, promotion supervisor, WBT-AM-FM WBTV (TV) Charlotte; Frances Jarman, director of women's affairs, WDNC Durham; Richard Mason, general manager, WPTF Raleigh; Ken Sparnon, field representative, BMI; standing—William S. Page, president and general manager, WFTC Kinston, N. C.; Robert M. Wallace, general manager and chief engineer, WOHS Shelby; Mrs. Wallace; Jack Younts, general manager, WEEB Southern Pines, N. C.; Jack Knabb, president, Jack Knabb Adv., Rochester, N. Y.; Michael R. Hanna, general manager, WHCU Ithaca, N. Y.; E. Finlay MacDonald, manager, CJCH Halifax, Nova Scotia.

...nd, told members of the California ...ate Radio and Television Broad...sters Assn.:

"... Programming is the moti...ting force of radio, and the im...tus upon which a station either ...akes' or 'breaks'. . . . It's a long ...hill pull which can be accom...lished only by the strongest of ...hicles. . . ."

Fred Ruegg, program director, KCBS San Francisco, said:

"We are making money; radio is ...till the best advertising buy, ...ollar for dollar. And we do serve ...he public. Actually, we are a suc...ess. Let's start acting like it," he ...aid, denouncing radio's "inferiority ...omplex."

Paul Bartlett, CSRTBA president ...nd president and general manager, KFRE Fresno, presided. Jim Cox, BMI field representative, was chair...man. Other speakers, who have ...een listed in clinic stories above, included Messrs. McTigue, Holm, Baylor, Csida and Aldridge.

BOSTON, May 9

Edmund J. Shea, media director, James Thomas Chirurg Co., Boston, presided, with Lin Pattee, BMI field representative, acting as chairman. Speakers included Dan Jayne, general manager, WELL Battle Creek, Mich.; Patrick J. Montague, business manager, WHYN Holyoke; Fred Gamble, AAAA president; Daniel Kops, manager, WAVZ New Haven, Conn., and John Hurley, manager, WNEB Worcester. Others, also listed in clinic programs above, included Messrs. Payne, Carey and Siegel.

ATHENS, GA., May 10

Participants at the Athens clinic included John W. Jacobs Jr., general and commercial manager, WDUN Gainesville; Frank Butler, WRFC Athens; Charles A. Wall, BMI vice president in charge of finance, and Ben Williams, GAB president and commercial manager, WTOC Savannah. Others, listed in clinic programs above, were Messrs. McIntyre, Kirby, Bondurant and Fincher.

The other BMI program clinics held last week were at Baltimore, May 5; Gainesville, Fla., May 8; Regina, Sask., and Chicago, May 9.

But Does Ike Like?

NOVEL promotion campaign by WISR Butler, Pa., is going the rounds, according to Joseph T. Mathers of the station. When a staffer fixed up a campaign lapel button to read, not "I like" you-know-who, but "I like WISR," the idea caught and 140 persons, mostly young people, have requested the button, which also drew "quite a bit" of comment at the meeting of Pennsylvania Broadcasters Assn., Mr. Mathers said.

Credit Lift Effects

(Continued from page 23)

conditioned to not buying," he told BROADCASTING • TELECASTING Thursday. "The government's action comes much too late to have any great effect." Mr. Shouse had criticized government credit controls at the NARTB convention as restrictive to the American economy. Similar sentiments were expressed by William A. Blees, vice president and general sales manager of Avco's Crosley Div. He conceded, however, the action "unquestionably will improve business by giving business men an opportunity to sell," although he felt the action came six or eight months too late.

BAB President William B. Ryan felt that "it certainly makes sense to think that the lifting of credit restrictions will mean big drives for installment business by companies which have adequate stocks to sell. This will mean more advertising, which in turn means an opportunity for radio to get additional business and, at the same time, again demonstrate its effectiveness as a salesman."

T. F. Flanagan, managing director of the National Assn. of Radio and Television Station Representatives, said it is logical to expect that easing credit restrictions "will spur sales of many products, some of which have been dragging their heels."

Spot's Flexibility

"Advertising" he said, "will bear the burden, as usual, of creating the desires and consummating the sales. Spot radio and TV will be most useful to advertisers under these circumstances, since it can be so quickly employed and is so promptly effective."

Optimism was the byword for Benjamin Abrams, president of Emerson Radio & Phonograph Corp., who stated: "It will mean the increase of employment in the television and radio industry by about 25% and it will bring television within the reach of people who could not afford to own a television set . . ."

Richard Cooper Jr., president of R. Cooper Jr., General Electric distributor, noted that appliance sales had been restricted by the regulation and termed the board's action "a stimulating thing." He said slackened consumer demand in some fields was attributable to the credit curbs.

Robert Sampson, executive vice president, Sampson Co., Chicago, predicted that the time payment schedule probably would revert to pre Regulation W days, with items payable over a two-year period in many cases.

In Washington, D. C., Lacy's Inc., radio-TV appliance chain, expects some sales improvement. William Warsaw, Lacy's president, put it this way: "Lower terms will cause the patient to rally, but it will take lower prices to make him well."

There were favorable comments, too, from dealers handling refrigerators, household furniture, washing machines and other appliances —all heretofore subject to the 15% down and 18 months-to-pay terms —as well as from retail groups and used car dealers.

Household equipment, appliances and supplies ranked eighth in product listings for local radio used last year with nearly $19.5 million and ninth in spot TV with nearly $2 million. Home appliances rated third with over $6 million in local TV.

Terms presumably would vary for different manufacturers. There were indications that car buyers still would pay 33% down in many cases but receive 24 instead of 18 months to pay, according to the National Automobile Dealers and Mfrs. Assns.

Home furnishing firms greeted the action with the split reaction of a man watching his mother-in-law run off a cliff in his new Cadillac. Some complained that the public is not in the mood to buy now—the only remedy for which seemed to be hard selling through advertising and lower prices to stimulate interest anew.

The National Retail Furniture Assn. (representing some 9,000 stores) asserted that "uncontrolled consumer installment credit is essential to successfully distribute mass production of home consumer goods."

Mort Farr, president of the National Appliance and Radio-TV Dealers Assn., sounded one warning about the lifting of credit restrictions: "We can look forward to a large number of 'no down payment' ads," he was quoted as saying, "but it will be a wise precaution for dealers and local organizations to check the legitimacy of these offers."

With most of the summer broadcast time schedules set and a number of accounts lined up for fall, the effect on national network accounts could be infinitesimal at the outset. It was felt, however, that local stations would enjoy an immediate local and spot time bonanza where short-notice commitments were possible.

FRB said that it made its move because of "developments in the economy generally and in the markets directly affected by the regulation." But it was known that Congress and appliance-auto dealers had urged removal of restrictions, and that the board itself was concerned over lagging sales in the appliance field.

At his Thursday news conference, President Truman was asked if the board had discussed the action with him. Mr. Truman said the board had told him the plan. He agreed the situation should be flexible and heatedly denied a suggestion that "politics" might have been involved. Mr. Truman felt, however, that Congress should retain the power for FRB. Similar charges had been voiced in connection with easing of raw materials.

The suspension also represented a victory for Sen. Homer E. Capehart (R-Ind.), who last month proposed to the Senate Banking & Currency Committee that all credit curbs be abolished. His amendment was rejected, however.

Committee Chairman Burnet Maybank (D-S. C.) also expressed satisfaction with the ruling, claiming that it fell "in complete conformity with the intent of Congress." The Maybank committee has been at odds with the administration, which earlier this year demanded retention of credit controls.

James Carey, CIO secretary-treasurer, told the House Banking Committee earlier last week that all credit curbs on installment plan buying should be repealed—or at least "liberalized" and removed from the board's jurisdiction. He charged that they discriminated against lower income groups.

The National Foundation for Consumer Credit, which had plumped consistently for credit repeal, described the suspension as "the worst possible thing that could happen to business."

The action means, according to William J. Cheney, executive vice president of the foundation, that the board "might possibly say on Monday, 5% down on a TV set and on Tuesday, 50% down, "and that such authority would result in "chaos."

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Acuff-Rose

HALF AS MUCH

On Records: **Rosemary Clooney—Columbia; Curley Williams—Columbia; Ken Marvin—Mercury; Hank Williams—MGM.**

BROADCAST MUSIC INC. 580 FIFTH AVENUE NEW YORK 19, N. Y.
NEW YORK • CHICAGO • HOLLYWOOD

BMI

at deadline

L. A. INDEPENDENTS REACH ACCORD WITH ANNOUNCERS

AGREEMENT reached by Los Angeles area independents and staff announcers, carrying 5% overall wage increases, effective May 1. Proposed health welfare insurance plan to be paid for by employers plus other working conditions were not included. New contracts negotiated by AFRA. Union originally asked 10% increase [B•T, April 14]. KMPC Los Angeles, Liberty affiliate, now classified in network category by AFRA.

Pro rata pay granted parttime announcers with four-hour minimum call, also pro rata vacation and sick leave.

ILLINOIS BROADCASTERS HEAR PROGRAM TIPS

MEANS of strengthening radio programming were outlined in Chicago Friday at Illinois Broadcasters Assn. program clinic conducted by Broadcast Music Inc. in Sheraton Hotel. IBA President Charles Caley, WMBD Peoria, presided with clinic chairman Burt Squire, of BMI Chicago.

Speakers and topics were D. Gordon Graham, WCBS New York, "Programming in Mood and Sequence"; Ed Yocum, KGHL Billings, Mont., "Local News Builds Sales" Sydney M. Kaye, BMI counsel and vice chairman of board, "Copyright Hints and Pitfalls"; John M. Outler Jr., WSB Atlanta, "Radio's Tomorrow Is Now"; Manuel Rosenberg, editor, *The Advertiser*, "The Advertiser Looks at Radio"; Gus Hagenah, Standard Radio Transcription Services, "Music Hath Charms"; Gene Trace, WBBW Youngstown, Ohio, "After Sale, What Then?"; Hugh Boice, WEMP Milwaukee, "Music Is What You Make It."

KAUFMAN LEAVES SNADER

REUB R. KAUFMAN, president of Snader Telescriptions Sales Inc., Beverly Hills, Calif., and minority stockholder, has resigned in disagreement over policy. E. Johnny Graff continues as national sales manager headquartered in New York. Louis D. Snader is principal stockholder and president of Snader Telescriptions Corp., parent corporation which is unaffected by change. Under new setup production is to be stepped up with two new half-hour dramatic TV film series getting under way immediately.

TV COMMERCIALS

RUBEN ADV. AGENCY, Indianapolis, will produce TV commercial series for Gibson Co., Indianapolis (distributors of automotive supplies, electric appliances and Arvin TV and radio sets) and for EMGE Packing Co., Anderson (meat packers). New accounts include Holland Custard and Ice Cream Co. and American Electric Corp.

BORROW WALKIE-TALKIES

ARMY Signal Corps "walkie-talkies" will be loaned to networks on request for floor coverage of political conventions in Chicago in July, it was learned Friday. ABC had requested loan of "several" instruments for coverage purposes and Signal Corps authorized cooperation with all networks who may request them. "Walkie-talkies" manufactured by Raytheon Mfg. Co.

CANADIAN CUSTOM

CHECK for $5, received from Toronto, Ont., viewer, returned by WBEN-TV Buffalo to Canadian viewer who sent money "in appreciation of the wonderful programs which your station has been televising. Receiving sets in Canada are being contemplated as a source of revenue for licensing. Therefore, I think it only fair that seeing you are doing all the work and we are deriving a tremendous amount of pleasure from it you should receive a fee for this also." In acknowledging check, WBEN-TV wrote that "written expression" was "adequate compensation."

Business Briefly

(Continued from page 5)

markets. Agency, Doherty, Clifford & Shenfield, N. Y.

SOUTHERN CAMPAIGN ● Lever Bros. (Lipton's Iced Tea), N. Y., buying six-week campaign to start June 2, using daytime minutes and chain-breaks. Radio markets are mostly in South. Agency, Young & Rubicam, N. Y.

WALKER NAMED ● WCHV Charlottesville, Va., ABC affiliate, has named Walker Representation Co. as national representative.

BABBITT CHANGE ● B. T. Babbitt Inc., N. Y. (BAB-O), sponsors of alternate-week half-hours of Kate Smith on NC-TV, effective July 1 will no longer be handled by William H. Weintraub Agency. New agency not yet named.

GULF NEWS ● Gulf Oil Co. for Gulfspray and other products, signed for new John Daly news program, ABC Radio Network, Mon.-Fri., 10-10:15 p.m. (EDT), to start June 16 for 52 weeks. Agency, Young & Rubicam, N. Y.

NBC RADIO NAMES DAVIDSON EASTERN SALES MANAGER

WILLIAM DAVIDSON, sales member of Free & Peters, station representatives, appointed eastern sales manager for radio, NBC National Spot Sales Dept., according to announcement being made today (Monday) by Robert J. Leder, department manager for radio.

Mr. Davidson's background of 14 years in broadcasting includes extensive service on NBC and ABC station relations staffs and experience as timebuyer with J. Walter Thompson and Benton & Bowles agencies. He assumes new post June 2.

TRUMAN GETS FILM

KINESCOPE film of May 3 White House television tour (see page 84) presented to President Truman Friday by William R. McAndrew, NBC-TV public affairs director, and Eugene Juster, general manager of WNBW (TV) Washington, NBC O&O station. Copy of film also will be presented to National Archives by NBC. Filmed version was repeated on NBC-TV network May 10, 4-4:50 p.m. Program widely hailed as outstanding TV documentary.

PEOPLE..

WILLIAM S. HEDGES, NBC vice presi... and **KEN R. DYKE,** vice president of Y... & Rubicam, among those named to s... American Assn. for United Nations Com... tee to plan guided tours through UN h... quarters.

ROBERT (BOB) BAUER, timebuyer, Du... Fitzgerald-Sample, N. Y., to Cunningha... Walsh, that city, as senior timebuyer effe... today (Monday).

PHIL WILLIAMS, formerly television p... relations director and theatrical sales mana... for *March of Time*, to join 20th Century-F... Short Subjects Sales Dept.

BERNARD MUNSON, assistant vice presi... in commercial department of All America C... bles & Radio Inc., subsidiary of Ameri... Cable & Radio Corp., elected vice presi...

EUGENE J. FLECH named assistant to g... eral sales manager at Standard Transform... Corp., Chicago, after working as chief spe... cation engineer.

GEORGE HEINEMANN, TV program ma... ager at NBC Chicago, serving two we... active duty with Navy at Glenview, Calif. ... is reserve lieutenant commander.

N. (Bert) COLMAN O'LEARY, ABC stu... engineer and previously TV engineer at N... appointed to new ABC post, master con... supervisor.

DONALD L. MILLER, director of research ... Crosley Broadcasting Corp., has joined Bu... Marketing Research Inc., Cincinnati, as v... president. He will serve WLW radio and T... stations in consulting capacity.

M. F. MAHONY, vice president and manag... of New York office of Maxon Inc., elected ... rector of company.

THEODORE KIENDL, prominent New Y... attorney, retained as ASCAP counsel to ... associated with ASCAP general attorney, H... man Finkelstein, and Schwartz & Frohl... general counsel, in current TV rate-maki... proceeding before U. S. District Court in ... Southern District of New York, Mr. Finke... stein announced Friday. In this capacity, M... Kiendl succeeds late Robert P. Patterso... killed in plane crash last winter. Mr. Kien... is member of firm of Davis, Polk, Wardwe... Sunderland & Kiendl.

CLEAR ARMOUR PLAN

NBC-TV reportedly has secured enough clea... ances from affiliates to indicate early go-ahe... with proposed Armour & Co. (Dial soap) spo... sorship of four half-hourly 35-to-60-secon... weather reports on its morning *Today* sho... (Mon. through Fri., 7-9 a.m.). Plan to s... these reports, charge Armour for equivale... of five-minute segment, and pay affiliates on... third of 15-minute rate had stirred up affilia... resistance when first proposed [B•T, April 14...

JCET GETS FORD FUNDS

JOINT COMMITTEE on Educational TV re... ceived $145,000 from Ford Foundation fo... second year of operation, it was announce... Friday. Ford grant for 1952-53 year wa... $55,000 more than last year. JCET also get... personnel and special operating financial as... sistance from educational institutions. JCET ... announced establishment of field consultati... service to educators. This will take form o... local and regional meetings where consultants ... with legal, engineering and programming ex... perience will advise educators interested in ... going into TV operations.

Congratulations

BILL GRIFFITH...

for

THE SIGMA DELTA CHI AWARD FOR RADIO NEWSWRITING in 1951

and for

"establishing new standards of excellence and maturity in the field of newswriting"!

THE SIGMA DELTA CHI AWARD IN JOURNALISM

KMBC-KFRM *and your associates are mighty proud of you and your achievement!*

John Farmer

Henry Wheat

Jack Benton

Hal Harvey

Bill Griffith's recognition by Sigma Delta Chi for Radio Newswriting in 1951 was given for the same brand of outstanding news preparation turned in day after day by all five members of the KMBC-KFRM news staff.

These men, all journalism graduates, each one writing and broadcasting his own material, are the reasons why The KMBC-KFRM Team enjoys the highest-rated news programs in the great Kansas City Primary Trade Area.

TO SELL THE WHOLE HEART OF AMERICA WHOLEHEARTEDLY, IT'S

The KMBC-KFRM Team

CBS RADIO FOR THE HEART OF AMERICA

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY